VOGUE

College Issue

Fashions for
COLLEGE WEEK-ENDS
CAMPUS LIFE
Including
$100 WARDROBE
for Campus

★ • AUGUST 15, 1941
PRICE 35 CENTS
40 CENTS IN CANADA

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You can hurry gracefully in Air Step

THE SHOE WITH THE MAGIC SOLE

Costume from Martha West. Green two-piece suit is knit (important news for fall). Flaring green hat, plaid wool boxy coat, rust bag. Smartly worn with antique calf Air Steps.

When you step on a pebble in Air Steps, a cushion of thousands of tiny air cells acts as a shock absorber. It's soothing and restful—and gives new grace to tired feet.

Watch the feet of a crowd of passing women—you'll realize how few of them walk with an easy, natural grace. Their feet hurt—and say it plainly in each hesitant, awkward step.

Air Step believes in "style" shoes. We feel that a light, feminine shoe is more flattering to the foot and more appropriate with most clothes.

But we do believe that the first essential to style in shoes is ease in walking. That's why Air Step style is superimposed on a Magic Sole—a built-in, hidden comfort idea that turns hard pavements soft, protects feet from jolts and keeps its wearer "Fresh at Five." For further ease, Air Steps now have a remarkably pliant, flexed-by-hand sole.

Ask for Air Steps next time—or write for name of near-by Air Step store. BROWN SHOE COMPANY, Manufacturers, St. Louis.

Most Styles $6

Higher Denver West

BRAMLEY—New "low" line pump with the smartly simple look.

LARK—with a light-and-open feel for feminine clothes.

TROOPER—"You're in the army now." Military type in Kona red calf.

SKIPPER—(The shoe on the fashion figure above) brisk and businesslike with squared-off toe and heel.

SHELTON—The shoe you'll wear "forever" with tailored things.

short story... long story...

both built around the same central theme!

Altman takes this treasured trick from some of New York's best-dressed: success by day, repeated by night. Here is shown our flatteringly wonderful figure-moulder dress in two versions. "Nightlure" rayon crepe, an Althal fabric woven with Celanese* yarn. In two tones of grey or green, black with red. Sizes 12 to 20, 22.95.

*Reg. U. S. Pat. Off. ★trademark

Mid-town fashions★, third floor

B. ALTMAN & CO. Fifth Avenue at 34th Street, N. Y. MU. 9-7000 Also at our East Orange and White Plains shops

* FOR Young Cosmopolitans

SCREEN PLAIDS

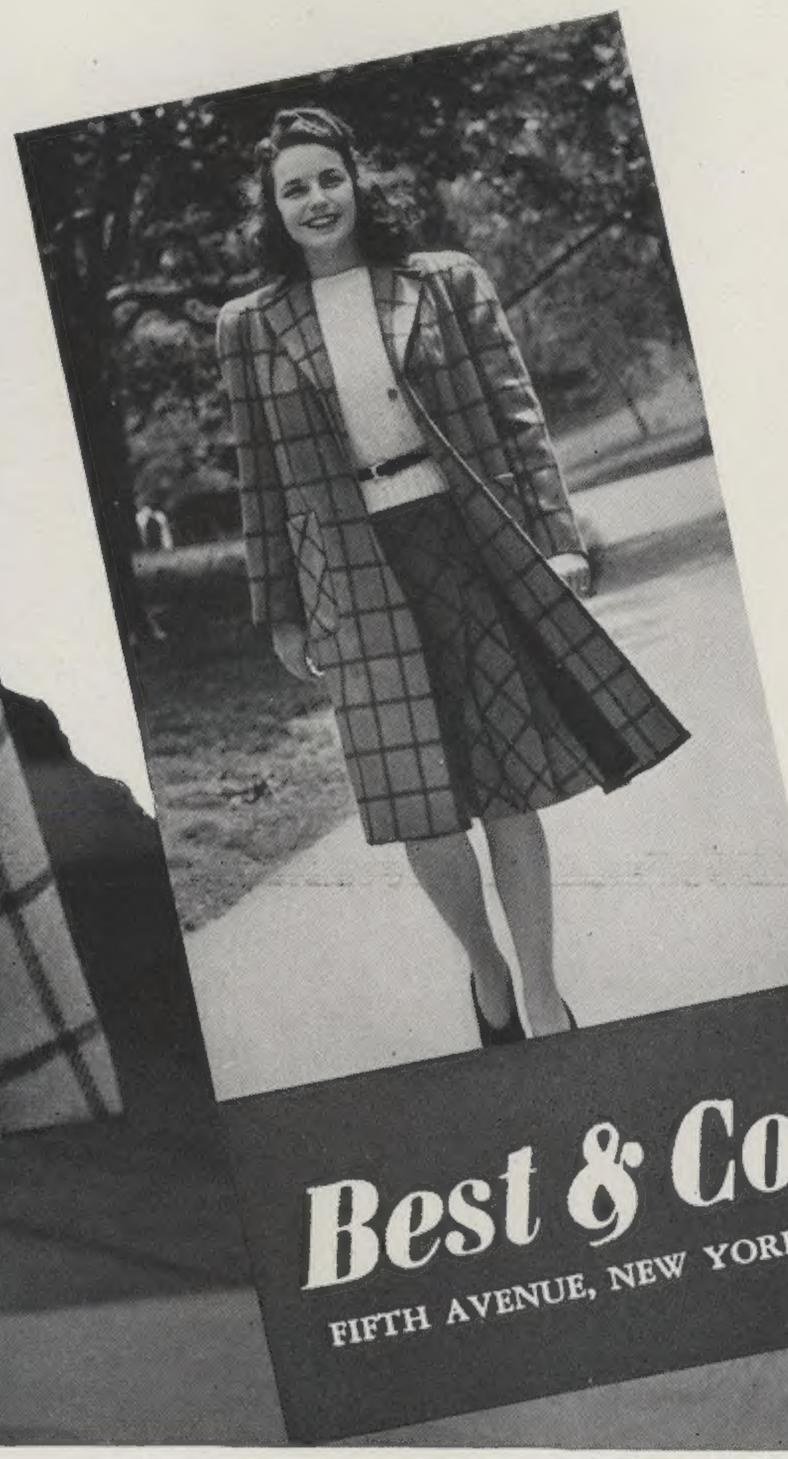
that match!

Crisply tailored . . . knife-pleated . . . smart as a whip! Here are the simple, well-cut STRONG HEWAT tweeds that Young Cosmopolitans always demand . . . ready for campus or town. Red, navy, or brown wool tweed.

Sizes 11 to 17

V29 Jacket Suit, 35.00 V30 Coat, 35.00

Mail Orders Filled. None C.O.D.
Please refer to Model Number.



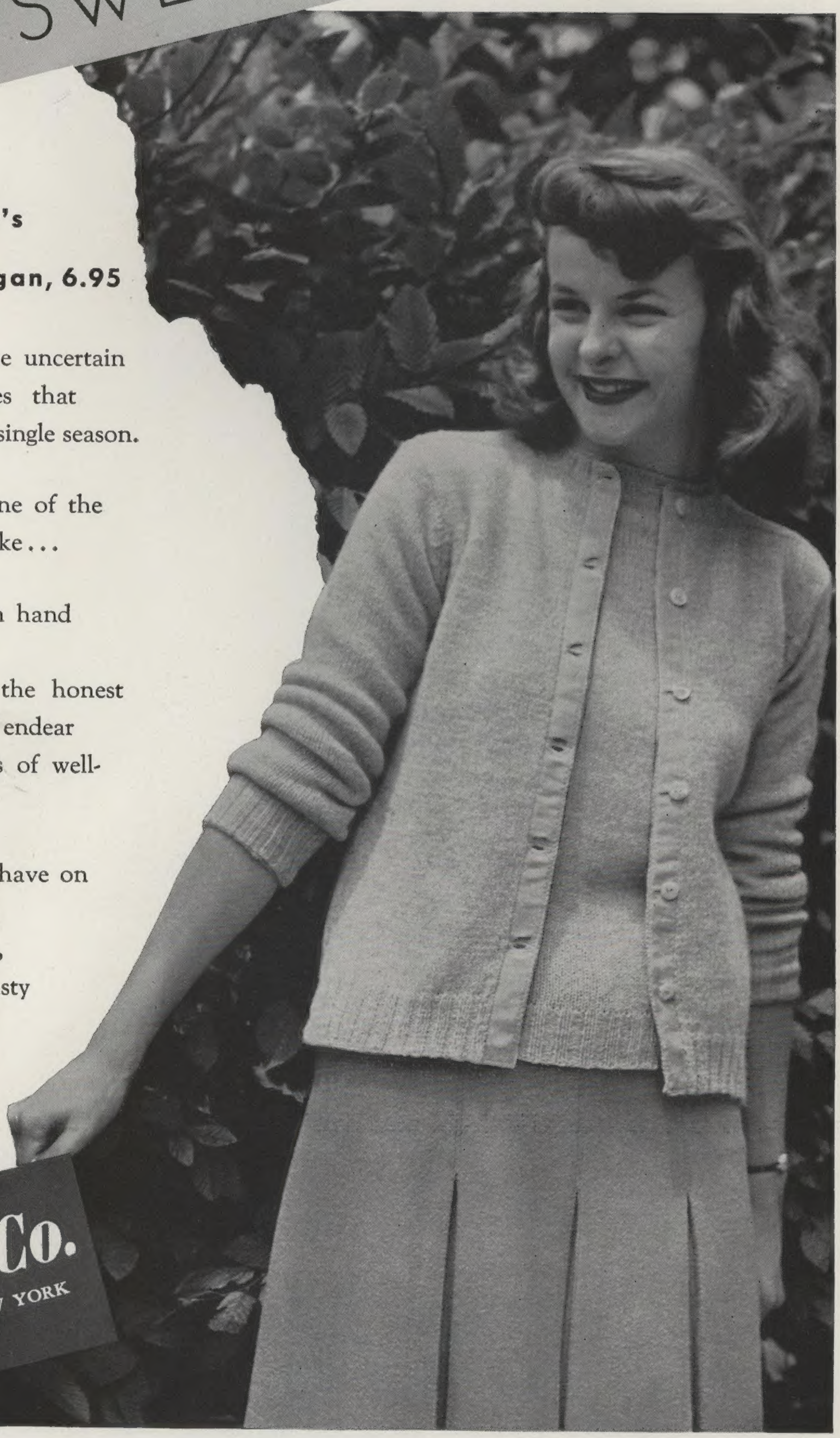
Best & Co.
FIFTH AVENUE, NEW YORK

* Reg. U. S. Pat. Off.

Garden City Mamaroneck East Orange Brookline Ardmore Washington, D. C. Cleveland Heights Grosse Pointe Winnetka

"Classics are a sound fashion investment"

*NADA SWEATERS



Exclusive with Best's

Pullover, 5.50 Cardigan, 6.95

More important than ever in these uncertain times — *classics* — the good clothes that you wear and love for more than a single season.

These classic Nada sweaters are one of the best fashion investments you can make . . .

Of fine British wool, made here on hand looms which give the handknit appearance you love, they have the honest quality and timeless charm which endear Best's Nada fashions to thousands of well-dressed young Americans.

In spite of difficult conditions, we have on hand large stocks in seven smart colors: white, *Legion Red, natural, moss green, yellow, light blue or dusty pink. Sizes 14 to 20.

Mail orders filled, but none C.O.D.

Please refer to model numbers:

Pullover, V27 • Cardigan, V28

Best & Co.

FIFTH AVENUE, NEW YORK

* Reg. U. S. Pat. Off.

Garden City Mamaroneck East Orange Brookline Ardmore Grosse Pointe Cleveland Heights Washington, D. C. Winnetka

EASI-GAIT
TIE

EASI-GAIT
STEP-IN

Get a wiggle on your toes!

MONK

GHILLIE

MOC

BROGUE

● Head in the clouds . . . feet on the ground . . . and all your ten toes in the softest spot they've ever known! Away you go—for an all-out, active Fall in low-heeled EASI-GAITS by Walk-Over.

Smart outdoor classics that make a national sport out of "taking a walk."

Wonderfully light and flexible. In soft, supple bucko or rich, "bootblack brown" calf that mellows with age and much polish. EASI-GAITS and other custom grade Walk-Overs $8.95 up, slightly higher west.

Also lower-priced Walk-Over Cameos.

Geo. E. Keith Company, Brockton, Mass.

LINKER & HERBERT COSTUME

WALK-OVER *Easi-Gaits*

Vogue
August 15th, 1941

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Vol. 98, No. 4
Whole No. 2053

Vent Back Suits

College Shop's Trio, wonderful with your bright shirts and sweaters

IN COVERT (left). Smooth, suave jacket with hand-picked lapels, and a six-pleat skirt that fits like a dream. Natural virgin wool covert with the new khaki cast. Sizes 10 to 18. 29.95

IN OVERPLAID TWEED (center). Smooth shouldered, slim-hipped jacket, and a skirt bias pleated front and back. Virgin wool in brown and blue, or red or green plaids. Sizes 10 to 18. 25.00

IN HERRINGBONE TWEED (right). Boys' jacket with marvelous revers, and an ideally tailored six-pleat skirt. Grey or brown virgin wool tweed. 10-18. 19.95

THE COLLEGE SHOP, ON THE FIFTH FLOOR
Lord & Taylor, Fifth Avenue, New York
Also at Lord & Taylor, Manhasset

College girls go *Wild* over *Revlon's*

new nail enamel POCKET-SCARF $1.95

Inside scarf pockets you'll find Revlon Nail Enamel, Oily Remover, Adheron, Emery Boards, Orange Stick, Cotton Roll.

Even SOPHISTICATED SENIORS went wild when they saw it! Revlon . . . favorite of every college girl who majors in chic . . . has brought out the brightest fashion ever, in this nail enamel Pocket-Scarf*. Pockets contain your beloved, stays-on-longer Revlon Nail Enamel, Adheron (base coat), Oily Remover, emeries, orange stick, cotton roll, plus everything else you need for that perfect Revlon manicure. But, the scarf's too good-looking to keep indoors! Put cigarettes, Revlon Lipstick and coke money in the snap-shut pockets . . . wear it to town or classes, and watch your rating SOAR! Quick, dash to the nearest store and pant "Revlon Pocket-Scarf, PLEASE!"

*Pat. Pend. Copr. 1941, by Revlon Prod. Corp.

Revlon

World's most famous name in nail enamel

Connoisseurs' Items

from the College Shop

OUR BOYS' JACKET IN PEASANT TWEED — virgin wool tweed by Farnsworth, sizes 10-20. In brown, 19.95; in white, 22.95 Multicolor houndstooth check virgin wool tweed skirt with box and side pleats, 10-20, 10.95 Long fringed wool scarf to match your skirt, 4.95

OUR BOYS' JACKET IN WHIPCORD — virgin wool whipcord by Farnsworth in natural, brown, military blue. Sizes 10-20, 17.95 Matching fly front trouser pleat skirt, 10.95 Matching military blue or natural topcoat lined with curly wool, sizes 12-20, 39.95

OUR SET-UP IN OVERPLAID CHECKS — virgin wool tweed by Farnsworth in brown with blue, green with yellow, slate with brown. Double vent back jacket, 10-20, 14.95 Skirt with double box pleats front and back, 8.95

THE COLLEGE SHOP, ON THE FIFTH FLOOR
Lord & Taylor, Fifth Avenue, New York. Also at Lord & Taylor, Manhasset

Give proof through the night...

The first clue to a woman's composure is her appearance. Give proof to the world, through this perilous night, that your flag is still there... that your head is still high... that you're proud, unbeatable.

Prove it in this jaunty coat of Pacific Lainora...a fabric of surpassing beauty and luxury and stamina. In hazy colors with a gift for flattery: Pike's Peak blue, Maipu green, Orizaba beige, gunpowder brown, and black.

PACIFIC MILLS, Worsted Division, 261 Fifth Avenue, New York

The Pacific Factag tells the facts about the fabric. Look for it when you buy.

PACIFIC *Lainora*

A PACIFIC CRAFT-FABRIC 100% VIRGIN WOOL

About $70 at such stores as

CARSON, PIRIE, SCOTT & CO. ..... Chicago, Ill.
STEWART & CO. ..... Baltimore, Md.
MEIER & FRANK COMPANY ..... Portland, Ore.
H. & S. POGUE CO. ..... Cincinnati, Ohio
GIMBEL BROTHERS, INC. ..... Milwaukee, Wis.
SAKS-34th STREET ..... New York, N. Y.
KERRISON D. G. CO. ..... Charleston, S. C.
D. J. STEWART & CO. ..... Rockford, Ill.
PARISIAN, INC. ..... Birmingham, Ala.
MILLER BROS. CO. ..... Chattanooga, Tenn.
HILL BROS. D. G. CO. ..... Fond du Lac, Wis.
H. WEIL & BROS. ..... Goldsboro, N. C.
A. STEIGER & CO. ..... Holyoke, Mass.
ANDERSON, NEWCOMB CO. ..... Huntington, W. Va.
MILLER'S ..... Knoxville, Tenn.
JOHN GERBER CO. ..... Memphis, Tenn.
CAIN-SLOAN CO. ..... Nashville, Tenn.
SMITH & WELTON ..... Norfolk, Va.
TAYLOR'S ..... Raleigh, N. C.
MILLER & RHOADS, INC. ..... Richmond, Va.
S. H. HEIRONIMUS CO. ..... Roanoke, Va.
PALACE DEPT. STORE ..... Spokane, Wash.
THE McCORD CO. ..... Terrell, Tex.
L. S. GOOD & CO. ..... Wheeling, W. Va.

Bonwit Teller

BONWIT'S COLLEGE VOGUE BEGINS HERE WITH DATE DRESSES..

FOLLOW THROUGH FOR 8 PAGES OF IMPORTANT COLLEGE NEWS

Beau Catcher in Celanese☆ Rayon, *left.* Stripling-slim dress of "Parmosa," an Althal rayon fabric woven with Celanese yarn. New lengthened look, supple through the middle, with graceful tucked skirt. Gilt leather throat band, bow-belt. Black, blue, brown, green, purple, taupe. 10 to 20, **22.95**

Captain, My Captain in Celanese☆ Rayon, *right.* Two-piece tunic top dress of "Parmosa," an Althal rayon fabric woven with Celanese yarn. Decorated for bravery with shining nail-head frogs. Long fitted top looks limber as a cat-stretch. Black, brown, green, blue, red. 10 to 18, **22.95**

☆Reg. U. S. Pat. Off.

FIFTH AVENUE, NEW YORK • WHITE PLAINS

Bonwit Teller

Large photo, left to right:

Campus Courtier. Smooth-looking suit in Strong, Hewat pure wool tweed with finicky-finish detail. Rayon velvet-collared jacket, beautifully fitted, three eye-catching flap pockets. Skirt pleated all around. Scarlet, beige, plum, green, brown. 10 to 20, **29.95** (Note the Flit Kit slung over the shoulders. It's the campus bag extraordinary. Details next page.)

Ghost Plaid Suit. Subtle plaid on muted grounds. New Lorton wool, rayon and rabbit's hair fabric. Jacket buttoned nursery-fashion to the chin, pleated skirt. Rose, beige, aqua, red or green grounds. 10 to 18, **25.00**

Slit-Back Boxer, *left.* New coat, classic as Greek, clean-lined as a slide rule. Absolute city-country-campus prerequisite. Strong, Hewat pure wool tweed with rayon velvet collar. Beige, brown, red, plum, green. 10 to 20, **29.95**
All lined with Earl-Glo rayon lining.

ALSO AT OUR WHITE PLAINS SHOP

Bonwit Teller

B.H. Wragge's

well-matched wardrobe in New England Sampler colors

Photographed above, left to right:

Sampler Jumper. Fuzzy-soft jumper of wool and rabbit's hair with contrasting rayon crepe sleeves, **8.95** Wool and rabbit's hair gored skirt, **8.95** Soft antique Sampler colors: pine, chintz green, brocade blue, beige. 12 to 38.

Sampler Tweed Topcoat, Parchment Chemisier. T-straight box-coat in beautifully muted checked wool tweed. 12 to 18, **39.95** Shown over one-piece spectator dress in parchment cloth of wool and rabbit's hair. 10 to 20, **22.95**

Sampler Tweed Jacket and Skirt. Jacket with stem-like waistline, **22.95** Kick-pleat skirt, **11.95** 10 to 20. Matching over-arm handbag, **6.50**

Craftsman Button Dress, *top left.* New-looking with dropped shoulder. Gilt buttons handled like craftsman jewelry. Green, red, brown, rayon crepe. 10 to 20, **19.95**

Velveteen Jumper and Skirt, *left below.* Zipper blouse with pretty bracelet sleeve, **10.95** Matching skirt, **8.95** Sizes 10 to 38 in Sampler colors.

ALSO AT OUR WHITE PLAINS SHOP

B BONWIT TELLER NEW YORK COLLEGE HEADQUARTERS YOUNG EIGHTH FLOOR

Come to our

YOUNG RENDEZVOUS for

wonderful clothes sizes 9 to 17

Yankee Clipper, *top left.* New chemisier, casual looking but so carefully detailed. Done in Colonel rayon and wool gabardine by Kolbe Fabrics, with fullish skirt and clip-button bodice. Blue, green, red. 9 to 15, **14.95**

Roundelay, *above.* Super-date and rush dress. Round-about bias folds on the apron front. Ring-size middle for waist emphasis. In supple Mosaic, an Althal rayon fabric woven with Celanese☆ yarn. Black, blue or plum. 9 to 17, **22.95**

Mid-Wale Corduroy Suit, *left.* Voted most likely to succeed. Classic corduroy suit by Korday, cut to stand even the strain of a geology field trip. Graceful as a pussy-cat in motion. Green, sand, red, blue. 9 to 17, **12.95**

ALSO AT OUR WHITE PLAINS SHOP

☆Reg. U. S. Pat. Off.

BONWIT TELLER NEW YORK COLLEGE HEADQUARTERS YOUNG EIGHTH FLOOR

Bonwit Teller

important term memo:
Rilling's Koolerwave machineless permanent for shining silken hair

PRINGLE'S SHETLAND SWEATERS FROM SCOTLAND

matched to Chameleon Casual's Cavalier Hat

Pringle's of Hawick. Famous British sweaters, sturdy and lion-hearted as the people that produce them. First choice of college girls who make a fetish of sweaters. Long-sleeved shetland pull-over, 32 to 38, **10.95** Matching cardigan, 34 to 40, **12.95** Cornflower, pink, green, wine, aqua, navy, gray, red, peach.

Chameleon Casual's Cavalier. Stetson does this debonair side-roll felt with his usual dash. In colors to match your Pringle's or tweeds, **10.50**

Flit Kit by Maxon. Knockout Bonwit Exclusive. Over-shoulder Kit looks and acts like a purse . . opens into a fitted dressing table, **6.95** Overnight Case, **7.50** Red or colors in simulated leather, fake alligator or calf grain.

Rilling's Koolerwave Permanent is just the ticket for the soft lovely wavy hair college girls prefer

BONWIT TELLER NEW YORK COLLEGE HEADQUARTERS YOUNG EIGHTH FLOOR

Bonwit Teller

Photographed above, left to right:

The Britisher Sweater, Clan Plaid Skirt. Sturdy, free-and-easy shetland sweaters. White, red, natural, yellow, blue, dusty, navy, violet or green pull-over, 34 to 40, **5.95** Cardigan, 34 to 40, **6.95** Worn with Scottish plaid skirt by Helmsdale, box-pleated so it moves with kiltie grace. 10 to 20, **8.95**

Window Pane Plaid by Mary Stevens. Big squared-off panes marked in white on gray, beige or wine rayon and wool fabric. New long butterfly sleeve. 10 to 18, **22.95** (She's off for the week-end with her Flit Kit in hand.)

Angora Sock by Mavis, Bootmaker Moccasin, *foot photo left.* Ankle-flattering angora and wool shortie in white, red, maize, dusty pink, navy, blue, beige, brown, **1.25** *Shown with,* our rubber-soled buckle moccasin in bootmaker tan. Neatest expression of the moccasin vogue that continues strong, **6.50**

Play Boot by Wallau, *left.* Felt-soled pompon sock, warm and bright, **1.95**

ALSO AT OUR WHITE PLAINS SHOP

BONWIT TELLER NEW YORK COLLEGE HEADQUARTERS YOUNG EIGHTH FLOOR

Underneath it all..

Start top left and go clockwise:

Mouldette by Carter. Seal-sleek pantie or plain girdle. Peach or white, each **2.00**

Bontell by Treo. Pantie girdle of lightest power net, gives slinkiest contour, **5.00**

Poiseflex Pantie by Poisefair. Pantie girdle, woven lastex☆. Peach, white, blue, **5.00**

Flash by Bien Jolie. All-in-one of rayon satin lastex☆, Darleen panels, **5.00**

Bontell by Treo. Darleen rayon satin panels, lastex☆ power net sides. Peach, blue, **5.00**

Polly Tucker by Bien Jolie. Pantie girdle. Peach, white, **5.00** Polly Tucker bra, **1.00**

Poiseflex Girdle by Poisefair. Slim-jim girdle of woven lastex☆, front reinforcement. Peach, white, blue, **5.00**

Bontell by Carter. Drama net girdle. Also pantie girdle. Peach, white, each **5.00**

ALSO AT WHITE PLAINS ☆Reg. U. S. Pat. Off.

BONWIT TELLER NEW YORK COLLEGE HEADQUARTERS YOUNG EIGHTH FLOOR

Dormitory déshabillé . . for the pause in the day's occupation

Left to right, above:

Fireman's Child by Van Raalte. Two-piece ribbed cotton pajama with jumper top, pole-slide pants. Natural with tri-colored sash. Small, medium, large, **2.00**

Polly Tucker's Gown by Vianne. Exclusive silk and rayon satin gown. Divine figure lines, contrasting-piped revers. Dove, rose, blue. 32 to 40, **3.95** Monogram extra.

Perfect Quiltie. Exclusive in wallpaper-print cotton quilt. Warm as toast. Pretty in pink, blue or yellow. 12 to 20, **10.95**

Left to right, below:

Gala Slip by Mondaine. For your one dress-up slip. Rayon crepe with embroidered batiste band. Blush, white, blue. 32 to 40, **3.00** Matching pantie, **2.00**

Mary Jane Pajamas. Tailored to a fare-thee-well. Two-piece rayon crepe pajamas for sleeping or midnight burning-the-oil. Red or blue stripes on white. 32 to 40, **3.95**

Plaid Housecoat by Raymodes. Pure wool, zipper to the hem. Light as a flame and as warm. 12 to 20, **10.95**

ALSO AT OUR WHITE PLAINS SHOP

SMOOTHEST

MOST LIKELY TO SUCCEED

MOST POPULAR

BEST LIKED

To learn exactly what undergraduates like and dislike, BATES *College Board spent over three months interviewing 8,025 students in their campus rooms. An outstanding leader at* DUKE, CAROLINE WOOLLEY, *is shown gathering fashion facts for* BATES *College Board to pass on to you.*

Also available in blue and green, each accented with sun-country colors

BATES CATTLE BRANDS bedspreads with matching draperies—featuring famous and authentic Cow Brands—were voted absolutely tops in BATES College Survey. Freshman and Senior alike picked this sun-country fashion idea as completely expressive of the current rage for spirited informality. From the romantic brands devised by Spanish Dons four centuries ago to Chamber & Two Corn Cobs, brash bit of latter-day Americana . . . *Cattle Brands* comes straight from the lore of the Open Ranges.

Sit on the spread . . . relax full length . . . still it's neat and tidy, wrinkle-proof. Ideally suited for campus life, because neither sun nor water can fade their colors, and they wash like a dream even in college laundries. The matching pinch-pleat draperies are beautifully tailored, ready to hang. BATES *Cattle Brands* in three exciting sun-country color combinations, now awaits fashion-conscious collegians in leading stores all over the country. Draperies (per pair), single or double size bedspreads, $4.50 each.

"*LOOMED TO BE HEIRLOOMED*"

Bates

BATES FABRICS, INC., 80 WORTH ST., NEW YORK

BEDSPREADS WITH MATCHING DRAPERIES

We've come to wash your face—

with Milkmaid—the amazing new skin cleanser that's 80% dairy milk

Yes, we've come to wash your face *clean* with Milkmaid Cleansing Milk (and we mean CLEAN!) You'll feel for the first time in your life that your face is absolutely *clean.*

What is Milkmaid? More than a cleansing cream. More than a soap. A superb new skin cleanser that's radically different. *It's the new way to wash your face!* 80% pure dairy milk. Looks like thick rich country cream. Put it right on over make-up. Wash it off and look at your skin—every bit of make-up and grime gone in one clean sweep!

Milkmaid cleans the skin—gently, pleasantly, wonderfully! This new skin cleanser "prepares the way" for any other type of cream you use, and for your make-up—cleans the skin *so thoroughly* that other beauty helps and make-up are more effective!

Start using Milkmaid today. Use it night and morning. Use it *first.* Your skin will be glowingly, beautifully, completely CLEAN. Get Milkmaid today!

Is Your Skin Dry or "Normal"? Milkmaid gives you two types of Cleansing Milk—one compounded especially for Dry Skin, (with a higher concentration of softening vegetable oils), the other for "Normal" Skin.

MILKMAID

CLEANSING MILK *and* EMULSION

"Stop using Cleansing Cream—Use Cleansing Milk instead"

$1.75 each at better department stores—also Milkmaid's refreshing Milk Foam Bath, $2.75—if not available write to Milkmaid, Inc. 647 Fifth Avenue, New York

After Milkmaid Cleansing Milk

use this emollient emulsion

Women call this the best skin lotion in the world! It helps provide the oils every skin must have to keep soft, lovely. A superb follow-up to Milkmaid's thorough cleansing action. This remarkable Emulsion gives the skin an unbelievably beautiful dull mat tone, a "finished" look so that you need use no powder after it—if you don't want to. Now when you are out in the sun so much use the Emulsion all day long. It feels soothing to sunburn, helps prevent that dry taut feeling.

COPR. 1941, MILKMAID, INC.

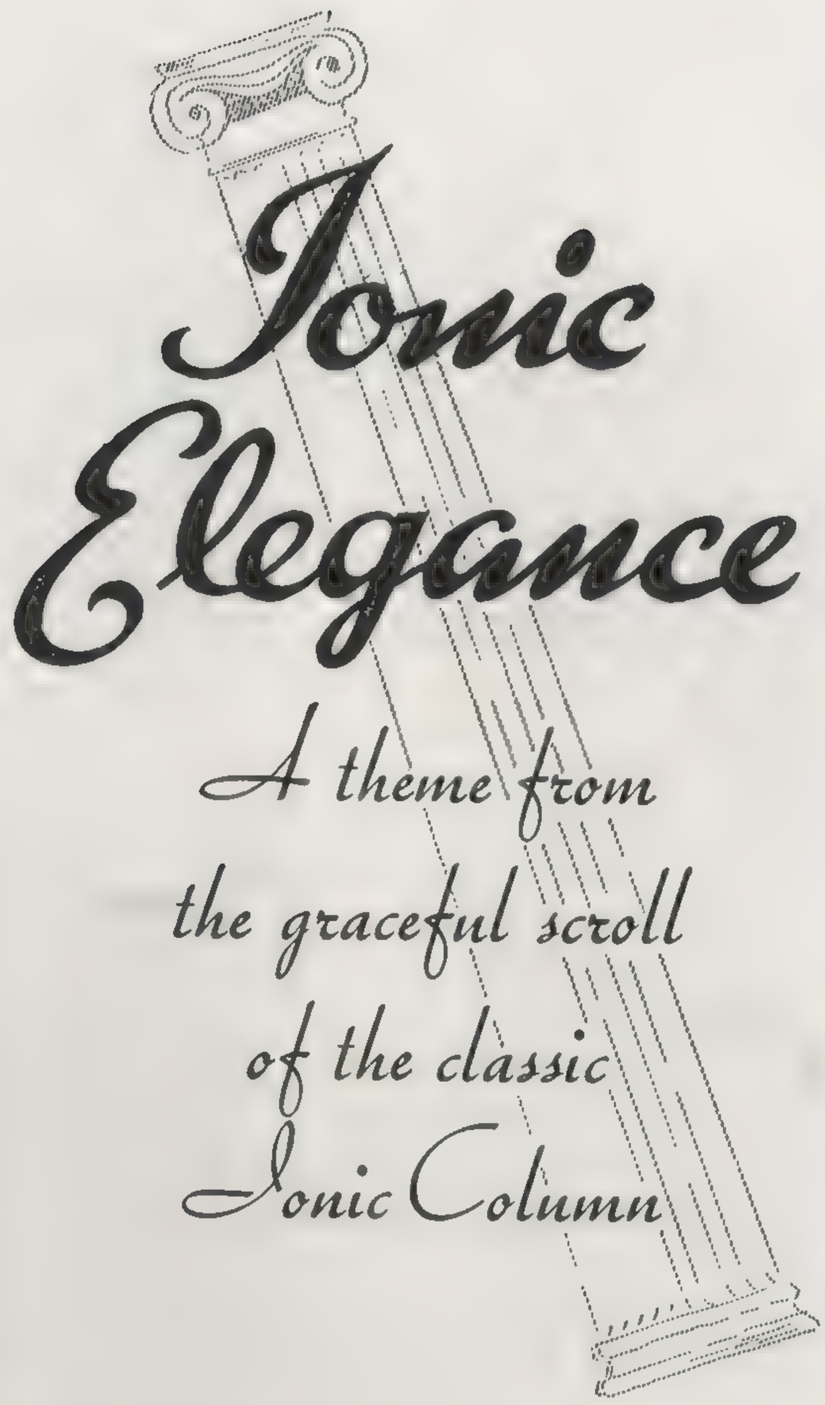
UNDER WAY . .

Fall maneuvers bring forth the most appealing and feminine frocks of many seasons. The velvet appliqued dresses in Sharamure woven with Enka Rayon by American Silk Mills have Chatham Walk as their first port of call. $17.95

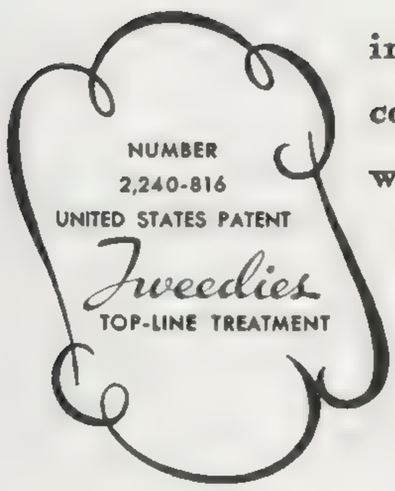
FRANKLIN SIMON & CO. New York | THE BLUM STORE Philadelphia | RICH'S, INC. Atlanta | BEST'S APPAREL, INC. Seattle

This Enka Fashion Approved Tag is the symbol of verified quality and approved fashion

Enka Rayon • 206 Madison Avenue • New York



Footwear with the exclusive TWEEDIES Top-Line Treatment that gently moulds the foot with flattering sculptured lines, in subtle harmony with the changing contour of the foot in motion. A joy to wear all day long.



Write Dept. S for name of your nearest dealer

Tweedies
ALLURING FOOTWEAR

TWEEDIE FOOTWEAR CORPORATION • JEFFERSON CITY, MISSOURI

First luncheon in town . . .

A soft wool suit dress in American Beauty, Parrot Green, Otter Beige or Black, with its own jewel like flower . . . . $49.95.

United States design patent 128599.

I. MAGNIN & CO.
CALIFORNIA — SEATTLE

Judy 'n Jill*

love Fire-Jewel Colors—the most wonderful glowing tones for their new velveteen dresses. Sizes 9 to 17.

JUDY'S JUMPER DRESS (right). Velveteen, over a wool jersey blouse printed with a riot of flowers. Our divine new blue iris, ruby or jade green. 22.95

JILL'S WHIRL DRESS (left). Velveteen with insert band of rayon faille. Blue iris, ruby or lapis blue. 19.95

FROM THE COLLECTION OF JUDY 'N JILL* FASHIONS, EXCLUSIVE WITH THE YOUNG NEW YORKER SHOP, ON THE FIFTH FLOOR—LORD & TAYLOR

Fifth Avenue, New York
Also at Lord & Taylor, Manhasset

Lord & Taylor

And at: **MARSHALL FIELD, CHICAGO;** Hess Bros., Allentown; Simmond's, Altoona, Pa.; Venger Shops, Ambridge, Pa.; John Carroll, Asheville, N. C.; Montaldo's, Bartlesville, Okla.; Venger Shops, Beaver Falls, Pa.; McLeans, Binghamton, N. Y.; Kessler's, Birmingham, Ala.; R. H. Stearns, Boston, Mass.; The Johnston Store, Bradford, Pa.; Telford's, Charleston, W. Va.; Montaldo's, Charlotte, N. C.; Style Shoppe, Charlottesville, Va.; Lindner Coy, Cleveland; Mabley & Carew, Cincinnati; Montaldo's, Columbus; Gano Downs, Denver; B. Siegel Co., Detroit; Baldwins, Durham, N. C.; The J. F. Sample Co., El Dorado, Ark.; H. Gordon & Co., Eugene, Ore.; Sabra Lee, Germantown, Pa.; Montaldo's, Greensboro, N. C.; Royer's, Greensburg, Pa.; Manhattan Shop, Hartford, Conn.; Sally's Clothes Closet, Kalamazoo; Mayme McCampbell, Knoxville, Tenn.; Hager & Bro., Lancaster, Pa.; Byck Bros., Louisville, Ky.; Hovland Swanson, Lincoln, Neb.; Vogue, Lynchburg, Va.; Florence Danforth, Milwaukee; Harold, Inc., Minneapolis; Price's Shop, Morgantown, W. Va.; Gus Mayer, New Orleans; Feder's, Norristown, Pa.; Kaufmann's, Pittsburgh; Mantell and Martin, Portchester, N. Y.; Meier & Frank, Portland, Ore.; Skelly's, Pottsville, Pa.; Lee's, Providence, R. I.; Montaldo's, Richmond, Va.; Sibley's, Rochester, N. Y.; Kathleen Burns, Saginaw, Mich.; Vandervoort's, St. Louis, Mo.; Frank Murphy, St. Paul, Minn.; Lowrey's, St. Petersburg, Fla.; Whipple's, Salt Lake City; Heinz Store, Scranton, Pa.; Frederick & Nelson, Seattle; Worth's, South Bend, Ind.; Mantell and Martin, Stamford, Conn.; Katten & Marengo, Inc., Stockton, Cal.; Lord & Tann, Troy, N. Y.; Woodward & Lothrop, Washington, D. C.; Hal Lewis, Washington, Pa.; Sugenheimer's, Waterbury, Conn.; The Hein Co., Waukegan, Ill.; Arnold's, Wellesley, Mass.; Hal Lewis, Wheeling, W. Va.; Mantell and Martin, White Plains, N. Y.; Fisher's, Wilmington, Del.; Montaldo's, Winston-Salem, N. C.; De Jong's, Evansville; The Young Moderns Shop at Gimbel Bros., Philadelphia. *Reg. U. S. Pat. Off.

Geoffrey Morris

Young Moderns' Furs

. . . young prices, too. A new collection, knowingly designed with an eye on the things you do. Here: grey tipped Australian opossum, in a heavenly soft, smooth shouldered coat. Sheared beaver dyed lamb, processed to silkiness, with easy fulness shirred onto shoulder yoke, and a separate hood to match. The opossum, $295; the processed lamb, $97.50

MARSHALL FIELD & COMPANY
CHICAGO

—in the August Sale. Young Moderns' Furs, Sixth Floor.

Men's wear grey deep in the classics . . . America's perennial favorites for fall. The jackets 10.98, pleated skirt 6.98, classic slacks 6.98, jumper 7.98, and not shown a jerkin 3.98. Also in colorful cotton corduroy, lower in price, as high in fashion: jackets 5.98, skirt 4.98, jumper 5.98, slacks 4.98, jerkin 2.98. Our exclusive tam-o-shanter 2.98. College Shop, Third Floor • Also New Rochelle and Hempstead

ARNOLD CONSTABLE

FIFTH AVENUE AT 40TH, NEW YORK • NEW ROCHELLE • HEMPSTEAD

News for trend-setters . . . block-out plaid casuals in wonderfully warm mellow tones . . . focusing all eyes on you as one who forecasts fashions. Faultlessly tailored of 100% virgin wool tweed, loomed by Dexter Woolens. Brown and aero blue, forest green and cactus green, brown and beige. 12 to 20. 35.00
Tailored for our Fashion Salon by IRVING FRIEDERICKS
ARNOLD CONSTABLE
FIFTH AVENUE AT 40TH NEW YORK · NEW ROCHELLE · HEMPSTEAD

Van Raalte

BOW TO THE WITTIEST...

"STROLLER", hand-stitched, of double-woven cotton Reindoe* $1.50

"SQUADRON", of rayon Doevel* and leather with corded trim. $1

KNEEL TO THE PRETTIEST...

"DYNAMIC", of rayon Doevel* dove-tailed with leather. $1

"SIREN", of rayon Doevel* with shirring and leather piping. $1

And kiss the one you love best!

"GAUCHO", leather back and rayon Doevel* palm. $1.95

Tut, tut, now—of course we know you don't pick gloves for their sex-appeal. We just wanted to call attention to the variety of winning personalities among these fabric fashionables, four of them with soft leather accents. They're of pure American heritage, and you'll see them making conquest after conquest, in better stores everywhere.

"BECAUSE YOU LOVE NICE THINGS"

*Reg. U. S. Pat. Off.

VAN RAALTE • STOCKINGS • UNDERTHINGS • GLOVES 417 FIFTH AVENUE, NEW YORK CITY

UNIFORMLY SMART

COATS OF STROOCK *Cloud Drift*

Cloud Drift, Stroock's famous answer to your search for a wear-with-all coating. Cloud Drift, master mixture of camel hair and other fine fibres, tailored into coats that know your Autumn plans by heart. Superbly simple classics, completely in command of the style-situation wherever they find themselves. In Autumn tones, including new range of military colors . . . lined with DUCHESS acetate rayon Satin.

Moderately priced at your favorite store, or write GROSSMAN & SPIEGEL, INC., 512 Seventh Avenue, New York City

Your arrival is an event!

And your trip on board the "Century" truly an "Overnight Vacation"

IT'S *you* they're waiting to greet, those eager strangers pressed against the ropes. They do not know you in person, but the respect in their eyes is a salute that stamps you as a person of distinction.

Yet your arrival on the Century was but a happy climax to a complete overnight vacation. Your accommodation was spacious, private, yet homelike in its solid comfort. Your fellow passengers proved to be *your* kind of people. You dined like a king and your meal was royally served. Later, listening to the latest popular recorded music in the Cafe Century, you marveled to think that you really were on a train.

And how you slept last night! A deep, sweet slumber, undisturbed by jolt or jar! For you traveled the famous Water Level Route—the smooth mountainless roadbed from East to West.

This morning you understood why crowds always gather to greet the Century's arrivals. And, yourself rested and relaxed, you understood too why travel-wise America has long agreed *"It Pays to Ride the Century."*

Convenient Schedule • New York—Chicago

Grand Central Terminal		*La Salle St. Station*	
Lv. New York	6:00 P.M.	Lv. Chicago	4:00 P.M.
Ar. Chicago	9:00 A.M.	Ar. New York	9:00 A.M.

(Daylight Saving Time Shown)

THE 20TH Century Limited

NEW YORK CENTRAL SYSTEM

The Water Level Route —You Can Sleep

overheard at the College Hangout*:

"I've got $35 . . . and I want an expensive-looking mad plaid."

Mad plaid topcoat, jacket and skirt in green and red, brown and aqua, black and red. 50% wool, 50% rayon. **35.00**

All wool vest in red, chamois, aqua. **5.00**. Sizes 10 to 18.

Mail and Phone Orders

New York, Chicago, Beverly Hills, Detroit

*our new bang-up college shop

overheard at the College Hangout*:

"I want a dress
with its own jacket
to wear to games,
to town, on trains...."

neat-as-a-pin dress, wonderful for jewelry...fitted jacket with a pert peplum. Green, raspberry, slate blue, black. 82% wool, 18% rabbit hair. 10 to 18, **29.95**

Mail and Phone Orders

SAKS FIFTH AVENUE

New York, Chicago, Beverly Hills, Detroit

overheard at the College Hangout*:

"My date dress
has to be simply tailored....
I look bumpy in fussy things."

Shirtwaist top, minimizing rayon elastic midriff, gently flared skirt. Rayon crepe in beige-red-green, beige-red-brown, beige-green-black. 10 to 18. **14.95**

Mail and Phone Orders

SAKS FIFTH AVENUE

New York, Chicago, Beverly Hills, Detroit

*our new bang-up college shop

Entrance Requirements for a college wardrobe

Avonettes 8.95

our snub-nosed shoes . . . tough (in wear) as a history quiz . . . easy (on the feet) as the campus lawn. Do your shoe-cramming now—all five of them—they're a complete, and very Grade A, wardrobe.

(top to bottom)

1. Musketeer—Brown, blue, or green bucko.

2. Flatway*—Bootmaker tan, black, blue, wine, or green calf;
also comes in black suede.

3. Square—Bootmaker tan, black, blue, green, or wine calf;
also in suede in black or brown.

4. Smoothie—black or brown suede.

5. Courtley—black or colored suedes with golden hasps on vamp.

Debutante Shop

SAKS FIFTH AVENUE

New York, Chicago,
Beverly Hills, Detroit

*Reg. U. S. Pat. Off.

You're so smartly right in a Rothmoor Coat—for the style, needling, and quality are as right as right can be. Left, style 1002—$39.95. Center, style 1003—$79.95. Right, style 1004—$95.00.

Always at the leading store. Write for the name of yours.

ROTHMOOR* COATS

* REG. U.S. PAT. OFF.

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for dress • for sport • for travel

MERCHANDISE MART • CHICAGO

FOUR PHOTOS BY HENLE

overheard at the College Hangout*:
"I want mix-matches....
in gray flannel like Bill's...
because they're basic
and I like to jumble my own."

two-piece classic suit
...jacket **12.95.** Inverted
pleat skirt...**7.95**
button-on-side pinafore...
red belt. **12.95.** Long
or short sleeved plaid gingham
shirt...red or blue...**3.00**
(not shown) fly-front slacks **9.95**
Mail and Phone Orders

SAKS FIFTH AVENUE

New York, Chicago, Beverly Hills, Detroit

overheard at the College Hangout*:
"I get so tired of
sweaters and skirts...
I want one dress
I can wear to classes."

Neat, uncluttered dress
of Celanese** Boxwood rayon crepe...
set-in belt, self buttons.
Blue, red, caramel, green. 10 to 18. **22.95**
Mail and Phone Orders

SAKS FIFTH AVENUE

New York, Chicago, Beverly Hills, Detroit

*our new bang-up college shop
**Reg. U. S. Pat. Off.

New York, Chicago,
Detroit, Beverly Hills

overheard at the College Hangout*:

"For Dates? Smooth . . . but Casual"

Lowell House informal...in a figure-flattering shirtwaist dress. Mallinson's Whirlaway**, a rayon crepe woven with Celanese** yarn, in green, beige, green-gold, blue, red. 10 to 18. **17.95**

Fox and Hounds for lunch...shadow plaid dress with a hip-hiding peplum. Blue, beige, green. 95% wool, 5% rabbit wool. 10 to 18. **17.95**

Yale-Princeton game...in a soft jersey with a plunging neckline and suede belt. Natural with rust belt, winter pink with brown, blue and wine, brown. 70% wool, 30% rabbit wool. 10 to 18. **22.95.** Mail and Phone Orders.

**Reg. U. S. Pat. Off.

*our new bang-up college shop.

Langholm

COLLEGE SHOP'S NEW SERIES — blazing plaids, high-keyed wools.

"WAGON WHEEL PLAID" CARDIGAN JACKET, smooth shouldered, buttoned clear to your chin. Huntsman green, autumn leaf brown or ripe berry wine virgin wool tweeds, sizes 10 to 20, 17.95 Matching skirt with double box pleat in front, single pleat in back, 10.95

MATCHING "WAGON WHEEL PLAID" TOPCOAT, sizes 10 to 18, 35.00 Plaid-trimmed "Carriage Wool" dress in wheat, country sky blue, autumn leaf brown or ripe berry wine virgin wool, sizes 10 to 18, 22.95 Matching "Wagon Wheel Plaid" hat, 7.50

"CARRIAGE WOOL" BLOUSE in salt box grey*, wheat* or country sky blue, 12-18, 6.95 "Carriage Wool" front-pleated yoke skirt in huntsman green, autumn leaf brown or ripe berry wine, 10-18, 8.95 "Bala angora" and wool cardigan in bonfire red, haystack yellow, harvest green, 10-18, 10.95 The College Shop, on the Fifth Floor

LORD & TAYLOR, Fifth Avenue at 39th Street, New York . . . Also at Lord & Taylor, Manhasset

*Wool, rabbit hair and rayon

I picked a Winner!

and found the way to buy furs wisely

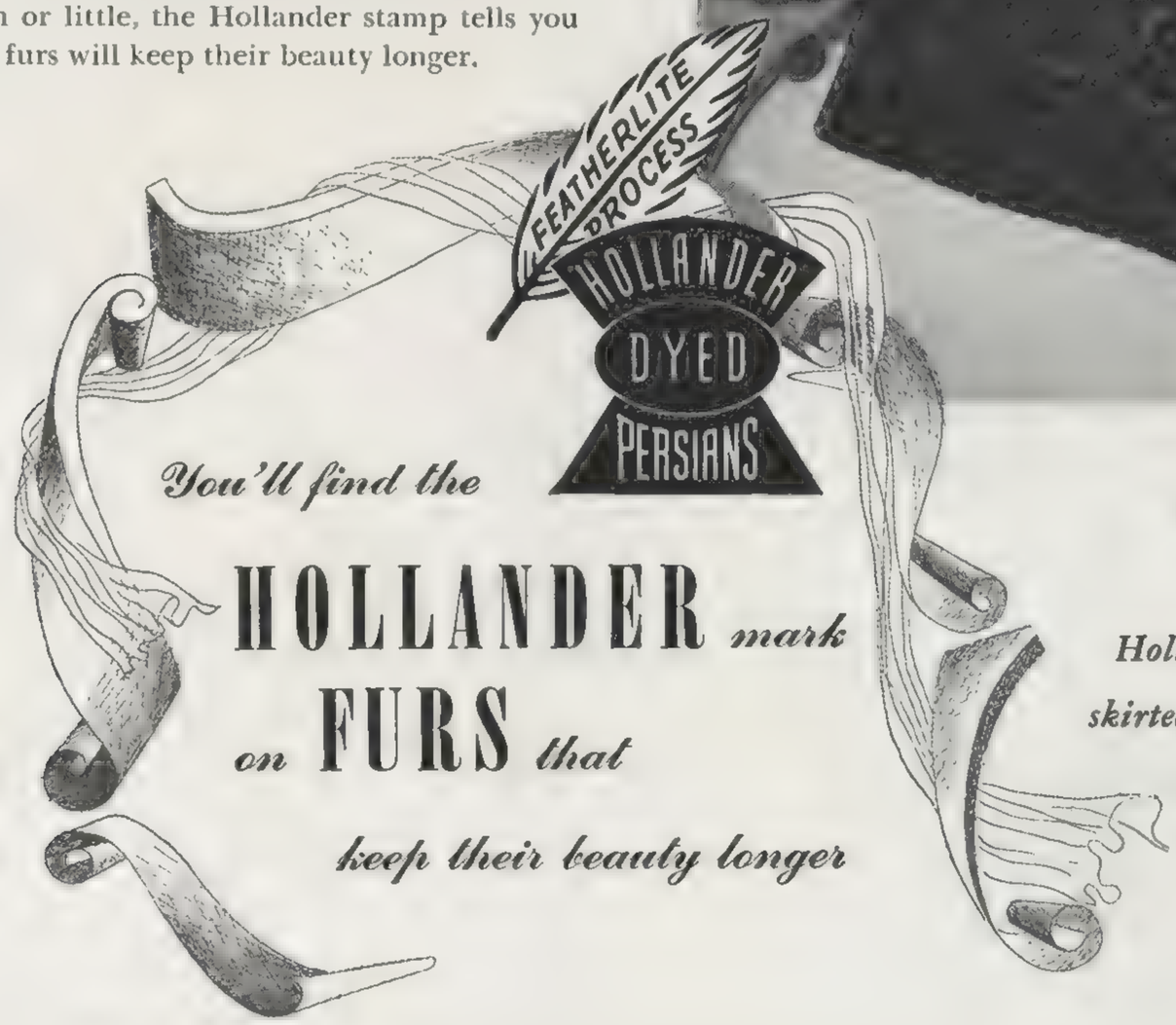
"Today my furrier showed me the secret known to thousands of women—why my old fur coat still looks so lustrous even after seasons of wear. He removed the old lining to replace it, and there on back of the skins was the famous Hollander stamp—*proof I'd picked a winner!* A revelation, I tell you, and it showed me what to look for when I buy new furs this August."

Prove it yourself:

If your furs have given you exceptional service, look on the back of the pelts. See if you, too, don't find the famous Hollander mark.

And when you buy new furs,

your retailer will be glad to show you, on pelt or tag, the Hollander mark. For over 50 years this mark has meant long-lasting color and lustre. The price of furs depends on quality of skins and workmanship. But whether you pay much or little, the Hollander stamp tells you your furs will keep their beauty longer.



You'll find the **HOLLANDER** *mark on* **FURS** *that keep their beauty longer*

Fluid Lines!

New roomy coat fashion gracefully expressed in Hollander Featherlite-process Persian Lamb. Although slim-skirted and fitted, this Persian beauty is cut with a new easiness. Hollander's Featherlite-process does wonders with Persian Lamb, making it soft, supple, as drapable as velvet.

CITY SONG BY L'Aiglon

Tailored for town, but casual enough to take you to the country, come those brisk fall week-ends. Left: Jumbo buttons fasten this coat dress. And a regimental striped ascot performs as a colorful foil for the untrimmed V neckline. Winterbeige, marine blue, black, airforce blue, copper. 14 to 40. Right: Trapunto embroidery in a charming design on a dress that derives its effectiveness from beauty of line. Wood rose, wild moss, silver rose, airforce blue, winterbeige. 12 to 40. Both dresses fashioned from L'Aiglon's exclusive Zanzibar, a new and unusual spun rayon Alpaca. $8.95 each. For name of nearest L'Aiglon store write to Biberman Bros., Inc., 1350 Broadway, New York, N.Y.

Toni Frissell

BEAU BRUMMEL BY

Brewster

IN THE FOREFRONT OF A SMART FASHION PICTURE

It had its beginning in a man's world...for Beau Brummel emulates the fedora, long time favorite of every man who fancied himself a sartorial sage. Brewster has lengthened its lines, made them flow softly and swiftly and given you a hat that brilliantly accents your most important tailored costume. In any color you are likely to want. Brewster Hats are five dollars to seven fifty.

BREWSTER HAT CO., Inc., 111 Fifth Avenue, New York

THE YOUNG IDEA

dreamed this up for you

Custom Mates

COLORelated fashions to mix... match...and make you super-smooth!

Colors and clothes you can mix and match like mad... and never go wrong. This is Kaufmann's **YOUNG IDEA**... first of a whole series of COLORelated fashions. We've gone into a huddle with the dyers and makers of fabrics...turned out a dream of a college or casual wardrobe. T-tailored, young clothes...***absolutely built to go together.*** Super for the ten-minute dash to early class, for college budgets, for a new effect. Try the tweed suit, colorful as a harlequin's. Or shirts and skirts... or slacks and jackets...***or all of them***...and go to town!

coupon

Here's the way to own a COLORelated wardrobe. "X" your choice on this coupon, underline the colors and sizes wanted. Enclose your check or money order to Kaufmann's, Pittsburgh, Pa. We do the rest.

a Harlequin tweed cardigan jacket: Sizes 9, 11, 13, 15 . . . . . $14.95 ☐

Cavalry twill skirt: covert beige, brown, green, wine. Sizes 9, 11, 13, 15 . . . . . $5.95 ☐

Cavalry twill short-sleeved shirt: covert beige, brown, green, wine. Sizes 9, 11, 13, 15 . $3.95 ☐

b Cavalry twill jacket: covert beige, brown, green, wine. Sizes 9, 11, 13, 15 . . . . $8.95 ☐

Cavalry twill slacks: covert beige, brown, green, wine. Sizes 9, 11, 13, 15 . . . . $6.95 ☐

Long-sleeved shirt: white, maize, natural. Sizes 9, 11, 13, 15 . . . . . $3.50 ☐

c Harlequin tweed skirt. Sizes 9, 11, 13, 15. $10.95 ☐

Long-sleeved shirt: white, natural, maize. Sizes 9, 11, 13, 15 . . . . . $3.50 ☐

KAUFMANN'S

pittsburgh

NAME.....

STREET.....

CITY.....STATE.....

COPR. 1941, ABBOTT KIMBALL CO. INC

Left: "KEEPIN' TAB"... plain and plaid rayon and wool Carole Tweed combined in this two piecer. Brown with Gold on Brown, Green with Rust on Green, and Black with Red on Black. Sizes 11 to 15. About $11.00... Right: "CUNNING RIBBER"... Rayon and Wool Trepaca combined with Carole Rib Knit. Yorktown with Blue, Charter Oak with Rust, and Mayflower Tan with Tan. Sizes 11 to 15. About $8.00.

Write for Full Color Back to School Brochure • **CAROLE KING • FOREST CITY BUILDING • ST. LOUIS, MO.**

Guernsey

CREAMY COW HIDE

County Fair inspired . . . found only in Joyces . . . a brand new leather, velvet smooth and strong. Seen here in Buckler, unlined slip-on (the buckle just for fun) $5.95 a pair. Matching bag and belt $5.00 and $1.50 each. In choice of Guernsey Cream, Winter-green, Piecrust, as illustrated, Red Clover and Blue Ribbon. . . . At Better Stores everywhere.

By **joyce**

PASADENA, CALIFORNIA

Carolyn*

Top-rank Fashions for College or Career

On Carolyn's "Preferred list" for town or campus living: Easy, casual coats and suits of beautiful 100% Virgin Wool fabrics, tailored by Morris W. Haft & Bros., Inc. Linings of Duchess Rayon Satin. Rich color and shapely lines in date frocks and sports outfits expressed in soft Celanese* rayon crepes and 100% Virgin Wools. *(A)* Indispensable suit-and-topcoat outfit with flat pouch collar of Raccoon. *(B)* A natural for campus or career—cashmere jersey. $22.95. *(C)* Club collar on easy suit with matching swagger. *(D)* Knit sleeves for a wool sports suit. Jacket, $6.95. Skirt, $6.95. *(E)* Boxy swagger with pouch collar of White Fox Dyed Lynx. *(F)* Combination suit, club collar jacket. *(G)* "Velama De Luxe" swagger, very full, with collar of White Fox Dyed Lynx. *(H)* Teaming of two plaids. $22.95. *(I)* "Velama De Luxe" fleece coat with detachable zipper lining. *(J)* Held-in fullness in a Raccoon collared sports coat. *(K)* Nicely fitted reefer for daytime or dates. *(L)* Big, bold plaid for a three-piece campus suit. $29.95. *(M)* Candy-striped pique on velveteen. $19.95. *(N)* Vivid stripes of color on a soft date dress of "Sharamure"† woven of Celanese* Rayon. $22.95. *(O)* Mating of wool and velveteen for a costume suit with a slim fitted coat. $25.00. *(P)* Versatile plaid reefer with velveteen collar. *(Q)* Sunburst of gold nail heads topping slim sophisticated lines. $19.95. *(R)* Slim long velvet wrap agleam with gold kid embroidery. $19.95. *(S)* Prom dress of pin-check with velveteen jacket. $17.95. *(T)* "Royal Camel" English sports coat with London Club collar.

Untrimmed coats and suits, $29.95 to $49.95. Fur trimmed coats and suits, $55.00 to $79.00.

*Reg. U.S. Pat. Off.

†Sharamure an American Silk Mills original fabric woven of Celanese* rayon.

Carolyn Modes are sold exclusively in New York City by **ARNOLD CONSTABLE & Co.**
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Atlanta, Ga. . . . Rich's
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Charleston, W. Va.....The Diamond
Chicago, Ill. .....Mandel Brothers
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Helena, Mont. .....Fligelman's
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For the name of the store in your city, write NATIONAL MODES,
128 W. 31st St., New York City

For Generations: Things...like people...are products of background and tradition, as well as current environment. Hockanum Woolens, smooth and colorful as modern Fashion...owe much to their Early American ancestry. Dependability and Quality have been theirs since 1809.

HOCKANUM Woolens

Hockanum Mills, Rockville, Conn. • Founded 1809 • Division of M.T. Stevens & Sons Company, No. Andover, Mass. • J.P. Stevens & Co., Inc., Empire State Bldg., New York, Selling Agents

ALL AROUND THE STORE

Macy's says "Go Luxable!"

"It's smart and it's thrifty—to go Luxable," says Macy's. "No matter what your budget, you'll find dozens of gay new Luxables all over the store. We advise gentle new, quick Lux for everything safe in water alone. It's so fast—so thrifty—so safe. Keeps nice washables new-looking longer, too."

at home

Do your indoor gardening in this cozy quilted robe rambling with roses. "Thrifty to care for!" says Macy's.

at school

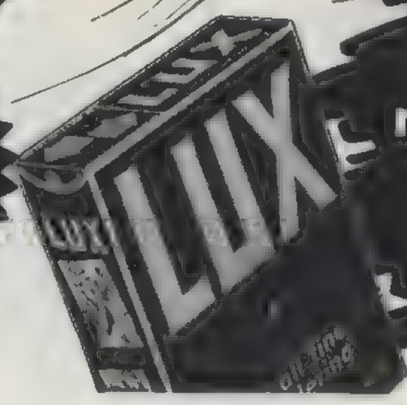
Pull-out-proof shirt that buttons on to the skirt. Bluebird blue rayon that Luxes like a charm.

The beloved jumper in toast-colored corduroy—dashing with a checked flannel shirt.

at play

Relax—the corduroy slacks are Luxable. With them wear a patch-pocket sweater and dickie.

New Quick LUX



The world's largest store recommends the world's most popular fine-fabric care

VOGUE'S TRAVELOG

a directory of fine hotels and resorts

If you want further information about the hotels or resorts listed in these columns, write Vogue's Travelog, 420 Lexington Ave., New York City.

MOSTLY ABOUT A CARNIVAL

FLOATS will really float on the glacial "Lake of the Eagles", Eagles Mere, Pennsylvania on August 19. A Water Carnival, joint festival of all the resort hotels and cottages, will climax the vacation season with an illuminated water parade, and a fancy dress ball on the 21st. The season will not be over, however, for sporting activities continue until September 22, past the autumn turning of the leaves.

Dog-days become horse-days at Franconia, New Hampshire, as Forest Hills holds its horse show from August 25-30.

ARIZONA

TUCSON

Santa Rita Hotel. 250 rms. Tucson's Social center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands. Polo. Golf. Nick Hall, Mgr.

ARKANSAS

HOT SPRINGS NATIONAL PARK

Arlington Hotel & Baths. Arthritis, circulatory benefits. Waters owned and recommended by U. S. Government. Golf . . . Fishing. Write for folder.

CALIFORNIA

LA JOLLA

Casa de Mañana. Distinctive resort hotel on the shores of the Pacific, near San Diego and Old Mexico. All sports. Private beach. Write for free folder.

SAN FRANCISCO

Hotel Bellevue in the heart of romantic San Francisco adjacent to legitimate theatres, finest shops, night clubs. Drive-in garage. Frank N. Harper, Mgr.

COLORADO

BROOK FOREST

Brook Forest Inn. A Swiss Chalet at 8,000 feet altitude. Saddle horses. 400 acres private park. Excellent food. Write for folder. Edwin F. Welz, owner.

COLORADO SPRINGS

Broadmoor Hotel—in shadow of Pike's Peak, sports and social center of the Rockies. Metropolitan luxury, smart entertainment. Brochure on request.

CONNECTICUT

LAKEVILLE

Wake Robin Inn. Active summer sports combined with comfort and quiet. Good food and good friends. A dinner, a day, or a season at moderate rates.

OLD LYME

Boxwood Manor. Lovely gardens surround house & cottages. All sports, private ocean beach. 3 hrs. from N. Y. or Boston. Moderate rates. May 15—Oct. 15.

SALISBURY

White Hart Inn—A New England Inn of distinction. Excellent room accommodations. Dining Room —famed for its meals—Tap Room. Restricted.

DISTRICT OF COLUMBIA

WASHINGTON

The Dodge Hotel. On Capitol Hill opposite Union Station Plaza. Renowned cuisine. No tipping. Single from $2.50, double from $4.50. H. B. Williams, Mgr.

Hotel Raleigh, Washington's most popular and distinguished Hotel, on famous Pennsylvania Avenue. Reasonable rates. Write C. C. Schiffeler, General Mgr.

GEORGIA

SEA ISLAND

The Cloister. Cool your cares at this famed seaside resort. All sports. Reasonable summer rates. Selected clientele. N. Y. Office, 630-5th Ave., CIrcle 5-8055.

MAINE

BELGRADE LAKES

The Belgrade. Overnight from New York. Outstanding cuisine. Fishing, golf, tennis. No Hay Fever. Mrs. Lawrence B. Hill, Pres. Floyd Alford, Mgr.

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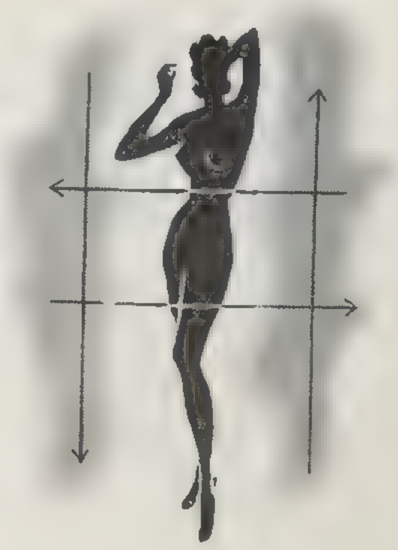

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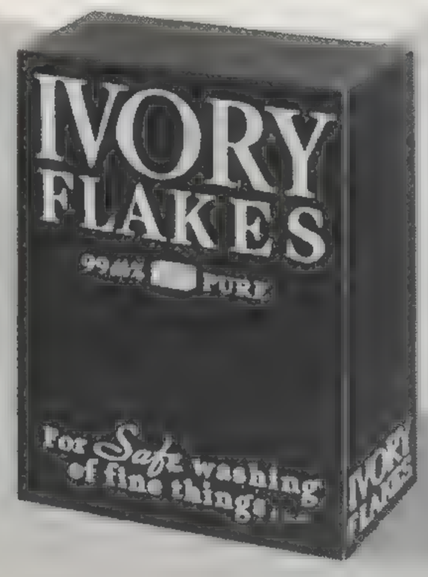

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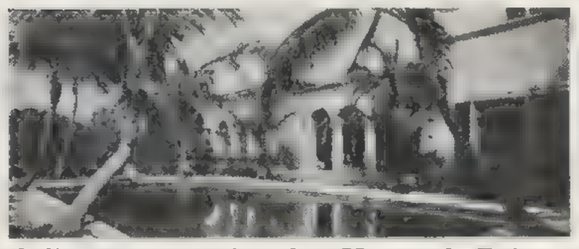

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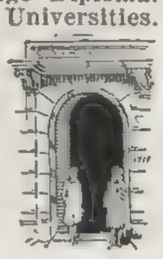

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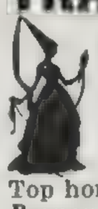

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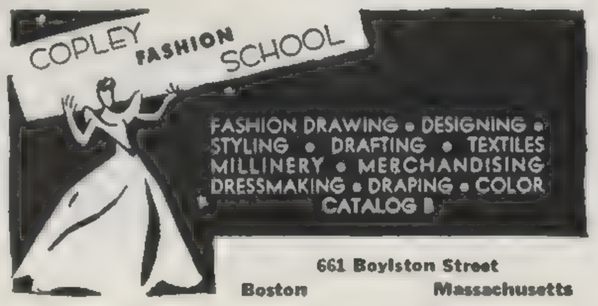

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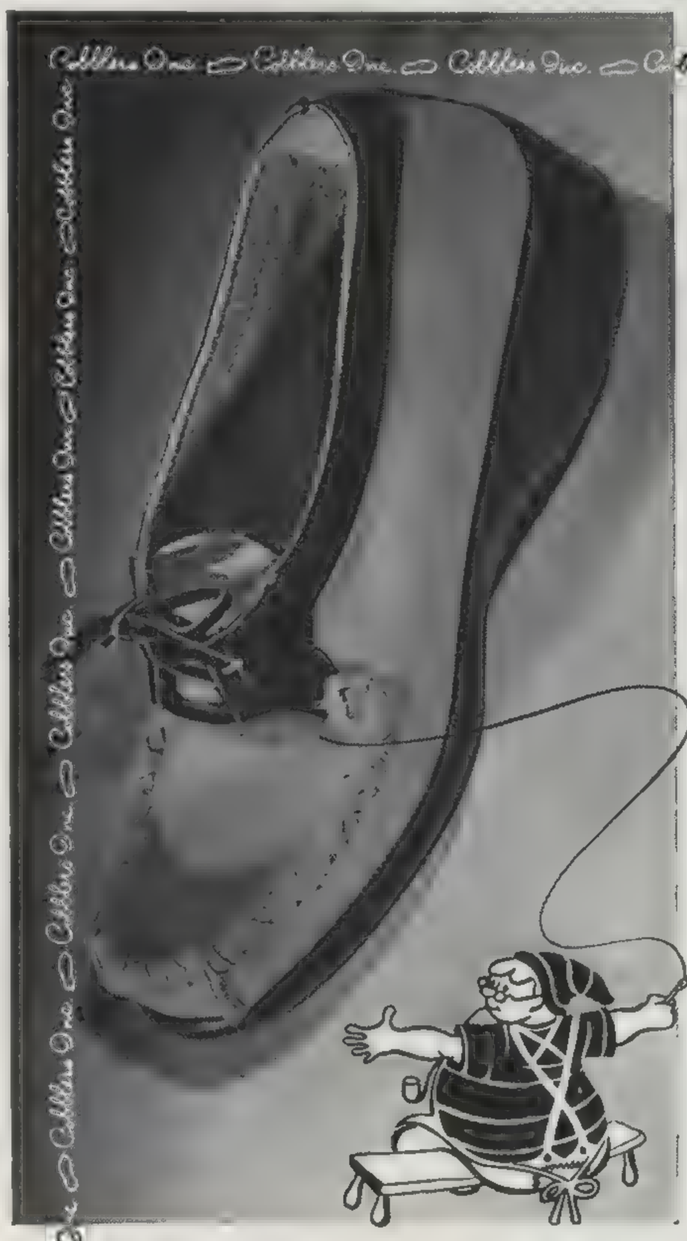

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Vogue's ADDRESS *of shops*

If you don't find what you are looking for in these columns, write to Vogue's Address Book, at 420 Lexington Avenue, New York City, and we will try to find it for you.

MORE THAN A SWEATER. There's a shop at 17 East Fifty-Fourth Street, run by Ruth Wolff, that makes extremely smart hand-knitted dresses and suits. Mrs. Wolff does all her own designing, and her yarns come in those good-enough-to-eat colours. These dresses and suits run from about $70.

For the college girl, who is looking for something more than the classic sweater, Mrs. Wolff has a whole collection of colourful knitted jackets. The buttons have a story behind them. They're earrings that Mrs. Wolff has had converted. These little jackets are wonderfully adaptable and practical, can be worn over a shirt and skirt, by day, over a dinner-dress at night. You can get one of these, plus a knitted bandeau to match, finished off with a cat-whiskers' bow in front—for about $30.

THE SOUTH AMERICAN WAY. The Good Neighbor Imports, Inc., at 653 Lexington Avenue, is a wonderful place to browse around in. It's a branch of a shop in Lima, Peru, and, as can be expected, specializes in Peruvian craft, although there are also pieces from all the South American countries. There are marvellous textiles, modern and antique (some of the antique ones really rank as museum pieces), pottery, vicuña rugs, and silver. The silver is fascinating; it has a soft patina (like Irish silver), a depth and sense of softness. All of it is hand-wrought and hand-hammered, some is antique, dated from Inca, pre-Inca, and Spanish Colonial times; the rest is modern, beautifully straightforward in design.

The prices aren't expensive, either—for instance, there are very unusual antique silver wine-tasters for as little as $5.

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VOGUE'S ADDRESS BOOK points the way to unusual services around town. If we don't mention what you're on the look-out for, let us know about it, and we'll ferret it out for you. These columns are always at your service.

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BOOK *and services*

HAWAIIAN ISLAND. If you've ever been in Hawaii, chances are you've never gotten over that well-known nostalgia for *luaus* and *leis*, for *pikake* blossoms and palm-fringed strands. The best remedy we know for this condition is a visit to the Hawaiian Society's combination office-and-shop at 480 Lexington Avenue—an island of Hawaiian lore, Hawaiian produce, in the prosaic midst of New York. Its two little rooms are a fascinating jumble of *lauhala*-grass mats and lengths of *tapa*-cloth, belts of polished brown coconut shells, macadamia nuts and mango jam, *koa*-wood bowls and jewellery made of shark's-teeth and shells. It all reminds you, somehow, of something by Joseph Conrad.

The Hawaiian Society is presided over by Mr. F. C. Allen, junior, who was born and raised in the Islands and is one of the great authorities on them in these parts; and Captain William Young, who has also spent many years in the Islands, sailing and shark-fishing. Their office serves as a sort of clearing-house for the Islands in New York, and keeps in touch with all Islanders living in or around the city. It's the place to consult if you want Hawaiian decorating ideas for your country house; if you want to give an authentic Hawaiian *luau*, complete with whole pig, baked under hot rocks, and *poi*, and native entertainment that has no relation to the Broadway variety; if you want to arrange for fresh flower leis to be flown from the Islands by Clipper, or if you just want some bright-coloured paper leis for a party. (Even the Society's paper leis, incidentally, are the real McCoy—they're made by Hawaiian girls here.)

Among the things for sale, we liked particularly the hand-woven, natural-coloured *lauhala* mats for summer lunch-tables, which are washable and cost about $1 apiece; and the dried *taro* chips, to nibble with cocktails, at about fifty cents a jar.

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THE BLUE BOWL at 157 E. 48th St. Appetizing, well planned menus served in pleasant, friendly surroundings. Apple pie a specialty. Closed Sundays. Luncheon 50c to 75c. Dinner 75c to $1.25.

THEODORE'S RESTAURANT—4 E. 56th St., N. Y.
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A new place to lunch or dine? A place you may have forgotten? A place to do your friends proud? Vogue tells you about them all in these columns

On Long Island

The BEAU SÉJOUR RESTAURANT is a place that takes its cuisine seriously, and the results show it.

There's a lovely, cool garden to sit in while you're having your drink, waiting for dinner—you'll have to be prepared to wait, too, for every dish is cooked to order. The menu is à la carte, and the casserole of guinea-hen, steeped in brandy and served with nut-crisp wild rice, is worth driving twice as far to find.

This isn't a hard place to get to; it's about a mile south of Bethpage on Route 107.

The BLUE SPRUCE INN, at Roslyn, was supposedly built, some hundred years ago, right on the spot where a regiment of Hessians, pursued by George Washington, buried their money and valuables. (They must not have been carrying much, as, so far, nothing vaguely resembling treasure has been found.)

Actually, however, the Inn got its name from the blue spruce at its front door, but what gave it its reputation seems to be the cooking of the chef, Herman. He specializes in Viennese dishes, and, to give an added Austrian fillip, there is zither music every Thursday, Saturday, and Sunday night.

The menu is table d'hôte, dinner is about $1.25, and, if you follow Route 25-A through Roslyn, you'll arrive right at the Blue Spruce.

The VILLA VICTOR is a comfortable rustic spot on the Jericho Turnpike. You'll eat well here, be served a drink by a barman who really knows how to make a Dry Martini, and undoubtedly be amused by the carrying-on of a garrulous parrot.

There are several specialities at Victor's, and he loves telling you about them. The menu is table d'hôte, and dinner is about $1.75.

A whole fleet of little boats bob about at their moorings in the harbour outside the dining-porch of the ROSLYN MILL TEA HOUSE. There is a combination sea-and-country air to the whole place, and its dark, cool interiors are wonderfully restful on a hot, sunny day. Luncheon here is about $1, and dinner is $1.50.

The STIRRUP-CUP CASTLE, at Oakdale, is a semi-Tudorish-looking place, with liveried flunkeys and a bright, flower-bordered garden.

The à la carte menu is really a document to study—every dish, from soup to nuts, has a history. Almost all of them are prepared according to recipes that are more than a hundred years old, and all sound and taste wonderfully good.

You can also order table d'hôte if you don't feel like mixing history with your dinner.

Then, of course, at East Norwich, there is ROTHMANN'S, where, in the autumn, you're apt to find the entire field of the Meadow Brook Hunt fortifying itself with steak. The menu is à la carte; lunch adds up to about $1, dinner to about $1.50 or so.

And there is always the ROUND HILL RESTAURANT, at South Huntington, a leisurely place with a distinguished wine-cellar and a cuisine that people brave the week-end traffic on the Jericho Turnpike for. Lunch here begins at about $1.50, dinner at about $2.50, and worth it.

RESTAURANTS—DANCING

VERSAILLES, 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Nat Brandwynne & Orch. Panchito & his Rhumba.

LARUE—45 East 58th Street. VOl. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper. Eddie Davis' & Val Ernie's orchestras. Continuous dancing till 4 A.M. Air conditioned.

LE COQ ROUGE—65 East 56th St., N. Y. C. Famous cuisine. Luncheon, dinner, and after theatre. Dancing—Entertainment. Cocktails in our Skyline Bar. Reservations—Phone PLaza 3-8887.

RUSSIAN BEAR—645 Lex. Ave. (54 St.). America's oldest Russian Rest. Est. 1908. Nationally famed for true Russian Cuisine, atmosphere, Balalaika Orch. Entertainment. Lunch 50c, Dinner 85c up. EL 5-9080.

DO YOU PRIDE YOURSELF on being a connoisseur of food? Use Vogue's Gourmet's Guide as your directory. It will be indispensable in helping you to find restaurants that serve the kind of food you want.

OUT-O'-DOORS

PAVILLON MARGUERY—Now Open. Entrances on 270 Park Ave. and 47th St. & Vanderbilt Ave. Coolest Garden in Town for Lunch. Cocktail Hour and Dinner. Open Sunday. Phone: WI 2-8494 & 2-8418.

OUT-O'-DOORS

SPIVY'S ROOF
139 East 57th Street (Lexington Ave.) Dinner $1.50. Also à la carte. Spivy sings nightly—continuous entertainment. Reservations, PLaza 3-1518.

PROMENADE CAFE, Lower Plaza, 49-50th Sts., Rockefeller Center. Superb food in a garden setting. Shade trees—gay umbrellas—cooling fountain. Luncheon prix fixe $1.25. Prix fixe dinner from $1.50. Music.

CASTLEHOLM—344 W. 57 St., N. Y. (CI 7-0873). Most popular Swedish Restaurant. Famous for its Smörgåsbord. New Viking Room incl. Bar. Air-Conditioned. Outdoor Dining Terrace. Dancing nightly. Luncheon 60c up. Dinner $1.25 up. Parking facilities.

LOUNGE BAR

SCHRAFFT'S. Smart, intimate lounges. Georgian Room, 625 Madison Ave., at 58th—Columbus Room, 222 W. 57th St., near B'way—1496 B'way at 43rd. Luncheon, cocktails, dinner, supper. Cocktails from 25c.

NIGHT CLUB

LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food & entertainment. "Sly" & subtle Eddie Davis heads the show. 4 shows nightly. Continuous Dancing. "Should be visited at least once in every lifetime."

OUT-OF-TOWN

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WHITE TURKEY INN. Route #7—4 miles No. of Danbury. Early American Atmosphere. Famous for Luncheons, Cocktails, Dinners. In New York City it's the White Turkey Town House, One University Place. Both open Sundays.

THE BARNACLE, Bradley Point, West Haven. Off Route 122. Specializes in fresh lobster—also chicken & steak. Luncheon, Tea and Dinner. Fine wines and Cocktails. March into November.

THE GENERAL PUTNAM INN—Norwalk. Historically famous! On the old village green (E. Wall St.) Deliciously authentic American dishes. Terrace dining. Organ music. Yankee Doodle Cocktail Lounge.

OUTPOST INN—Route 35, just North of Ridgefield, Conn. Superb French cuisine and irreproachable cellar of rare wines, liquors. A lovely place to spend a week-end, or longer. Telephone Ridgefield 882.

LIME ROCK LODGE—Lime Rock. (On Rt. 112, off Rt. 7 or 41.) Excellent cuisine. Colorful rooms—outdoor eating overlooking waterfalls. Lunch $1 up. Dinner $1.25 up. For a weekend or a week.

THE TIDE MILL—Historic old Mill on Southport Harbor, 600 feet off Boston Post Road, in Southport. Famous for seafood and shore dinners. Seafaring Atmosphere. Reservations—FAirfield 9-2900.

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HOTEL WARE COFFEE SHOP, Waycross, on U. S. Route #1. Reflecting the hospitality of the South. Known for good food. Open 6 A.M. to 10 P.M Moderate prices. Recommended by Duncan Hines.

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MILL RACE INN—Geneva (Roosevelt Road). You will enjoy lunch or dinner at this charming old place on the Fox River. Superb food and setting. Lunch or dinner $1. to $1.75.

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BLUE SPRUCE INN—POLO BAR, Roslyn, North. Blvd. Open-air Terrace. Kitchen & cellar reminiscent of Gay Old Vienna. Lunch 75c up. Dinner $1.25 up. 45 min. from N. Y. Open all year. Roslyn 1426.

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Shop

Matched accessories are something to think about for your maid, too. And we think she'll be considerably cheered by these addenda to her serving uniforms. Collar, cuffs, apron, and cap are made of permanent-finish Swiss organdie (which means they never have to be starched, but keep their crispness indefinitely, no matter how many washings and ironings). Each piece is rimmed with embroidered scallops, which not only add to its appearance, but also eliminate that frayed-edge problem. M. M. Harris, at 107 East Church Street, Greenwood, Mississippi. $6.25 for the set.

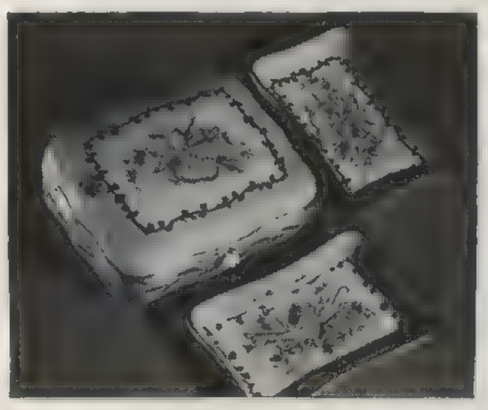
Insize and outsize. Someday we hope to meet a woman who will say complacently, "I have a completely normal foot. Why I can just walk out of the store in any shoe I like." We will put her *sous cloche* as a rarity. The rest of us range from a little to a lot of trouble, and if yours is a lot, we think you should know Mooney & Gilbert, 35 West 57th Street. They make such smart shoes as the suède-and-calf street shoe we have photographed for you, in sizes 2½ to 12, widths C to AAAAA. But the price is completely normal: $12.75.

Head of a family: This bag is Only the Beginning. It is the leading member of a family of Suèdes (you know the *Suèdes*, don't you?) to be worn with that first autumn costume. There are rosettes for earrings, a very handsome wide bracelet, a clip, and gloves, all in the same matching leather. The colours are just what you'll be needing—olive-green, mustard-gold, and burgundy. The bag is really big. You could practically sweep off the top of your dressing-table into it, and as for all those Important Papers—there's a file for them. That fringed flap conceals an outside pocket, which would also be insurance for inveterate glove-losers. Take along $15.75 in last year's bag, and exchange it for this, at Lederer de Paris, 711 Fifth Avenue.

It's a free country, isn't it? Collectors of dolls, with an international bent to their hobby, will be happy to know that Portugal still has time to think of something as footling as toys. The Portuguese have been making this engaging genre of doll for generations: they're completely made of wool yarn—bodies, expressive faces, authentic clothes—everything. We show two from a collection imported by International Doll House, 2227 St. Paul Street, Baltimore, Maryland. All of them have badges of their workaday world, and here we have a petticoated spinner-of-yarn, and a black-suited peasant man on his way to market. These are $2 each.

Hound

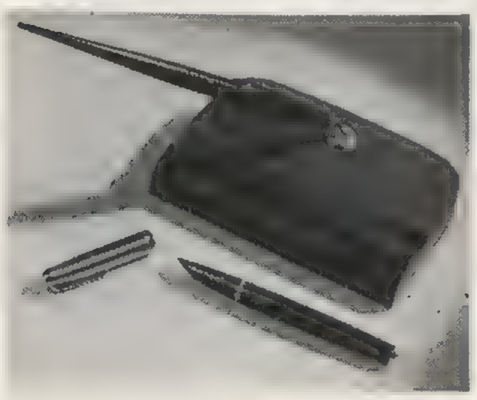
Sofa satin, stiff, and gleaming in front-parlour green: it's fun for a little hat that you can jam down over one eye, that covers most of your hair in back. The whoosh of fringe has been painstakingly shredded out from the satin itself. You can have green satin gloves to match, if you like—and we think you will, if you see them. Rose Saphire made the hat; $35. The longish gloves are $18.50. 501 Madison Avenue.



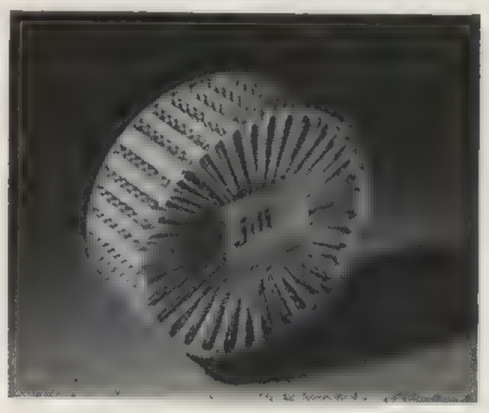
Pretty porcelain: Carlin Comforts, up to their old tricks of making your bedroom just as pretty as possible, are having made in this country the kind of porcelains we used to import. The cigarette-box and trays to match, about $10 a set. 10 East Fiftieth Street.

Under glass, and a top-knot of china-like flowers, is a cache of all your favourite chocolates. Schrafft's have thoughtfully arranged this confection for confections, all beribboned and gay, for the last of the summer's hostesses. It might be fun to take along something for a refill for the glass: perhaps bath powder. $2.50.

His nibs: As different as the first steel pen was from ye olde quille jobbe is this fountain-pen from all other fountain-pens. Only the very tip of the nib shows beyond the guard, which is stream-lined within an inch of its life. It's a little masterpiece dreamed up by Parker Pens, and it is called, modestly, the "51." There's an immediately-drying "51" ink to match. The pen writes the way a glider flies, effortlessly and noiselessly. The prices are from $12.50 to $15, and worth it, too. Georg Jensen, 667 Fifth Avenue.



Pinwheel of lights: Here is the newest boon to the meticulous hostess. She's the one who has long been torn between leaving ordinary paper match-clips around (fault: why do they *always* advertise something for the liver?); or having expensive little match-boxes (fault: why do guests always take home the *most* expensive?). The boon is this: Lumarith match-clips, monogrammed. If they stray, they're easy to replace. If they stay, you can clean and refill them. Owname Products, 1775 Broadway. $6 for a box of thirty-six books, and thirty-six refills.



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VOGUE COVERS THE TOWN

In case your memory needs refreshing (as what doesn't in this weather), there are five boroughs in the city of Greater New York: Manhattan, Kings, The Bronx, Queens, and Richmond.

Manhattan is "Flaneur's" usual stamping-ground, but, in this issue, we've crossed some bridges, done a bit of exploring in the other four boroughs. Each of these, incidentally, has a cocktail by the same name—so we're giving our report in the form of a wine list.

Kings Cocktail

PETER LUGER'S.... Almost hidden under the Williamsburg Bridge, at 178 Broadway in Brooklyn, is a restaurant you should have on your list of steak places. In fact, Peter Luger's so strongly believe in the quality of their steaks that that's about all they serve—steak and chops.

There aren't even any menus here; the waiter simply gives you your choice of steak or chops—and dinner is ordered. With the meat course come great, golden fried potatoes and a salad of sliced tomatoes with slabs of raw onion. This is pretty masculine fare, and it's good, too.

GAGE AND TOLLNER...., at 374 Fulton Street. Gage and Tollner's has a mahogany-and-old-plush air. Even the hat-and-coat racks were built to accommodate the larger, longer belongings of another day. This place was once a favourite of Lillian Russell, of Nora Bayes, and it keeps its Gay 'Ninetyish atmosphere, its gold gaslights—converted, of course, to electricity.

Here the fish and steaks are the specialties, all superbly prepared. If you happen to start off with clams, ask Ike, the head-waiter, to fix you his secret dressing for the cole-slaw that's always served with them. All the waiters at Gage and Tollner have worked there for years, wear service stripes—a bar for ten years, an eagle for twenty-five. (Ike is an eagle.)

LUNDY BROTHERS.... This is an enormous restaurant, 'way over at Sheepshead Bay, which overlooks the bay.

Be sure to insist on a table upstairs on the balcony. It's wonderfully cool, and the street and water-front scene look like the *quai* of some Scandinavian or Dutch town. There's a tram going by, people strolling along, lots of bicyclers, and any number of little boats bobbing at their moorings. The sea food here is, of course, wonderful, and is prepared simply, so you get its full flavour.

THE HOTEL BOSSERT ROOF.... Though this place is still pretty whimsically nautical, all that compass and yardarm air is rather fun.

This is a pleasant spot to dine and dance, but beware of Monday—the orchestra takes that night off.

There's really a breath-taking view of New York harbour from here—you can see as far out as the light glowing in Liberty's hand. And the tooting of the harbour boats gives you a definite touch of the sea. You can almost feel the motion of the ship. This is a fine place to choose for a larkish evening.

Bronx Cocktail

PAUL DAUBÉ.... Up in the Bronx, at 833 Courtlandt Avenue, between One Hundred and Fifty-Ninth Street and One Hundred and Sixtieth Street, is Paul Daubé's little restaurant. It's right near the Yankee Stadium; in fact, you can use the ball park as your lighthouse. This is a favourite hangout for many of the ballplayers.

The place is known for its steaks—the plate-covering kind that you don't ever expect to finish. With this, have a wonderful salad—lettuce and great, knobby hunks of celery root.

You'll eat a man-size meal here, but it's worth working up your appetite. If you happen to be going to a night baseball game at the Stadium, it's certainly the place to dine.

FLAMINGO TERRACE.... Lunching at the Flamingo Terrace at the Bronx Zoo is something you can share with the children. You sit out on the shady terrace overlooking the Flying Bird Cage, and right next-door to a pond with herons, flamingoes, and cranes stalking about.

Week-ends here are pretty congested—in fact, we recommend going to the Zoo on one of the two pay-days—either Wednesday or Thursday.

Queens Cocktail

AVIATION TERRACE.... We never tire of dining at the Aviation Terrace Restaurant at LaGuardia Field. There may not be anything too exciting about the food (it's simple and adequate), but there is something pretty dramatic about the great planes swooping down onto the Field, their propellers whirring, their riding-lights jewel bright.

Richmond Special

CLEAR-COMFORT INN.... On a hot summer evening, you might try taking a boat trip—the Staten Island ferry-boat, to be exact. On the way over and back, you'll get a wonderfully wide-angle view of New York, both the city and the bay.

Once on Staten Island, not more than a six-minute drive from the ferry landing, is the Clear-Comfort Inn, 2 Hylan Boulevard, Rosebank, run by two elderly ladies, the Misses Tate and Austen. Dinner here is served out on a shaded lawn in a garden right on the edge of the bay.

The specialties are Chicken Poulette and Shrimp Newburg. Both these dishes are prepared to order, so be ready to wait for your dinner, unless you call up and order in advance. The number is St. George 7-1329.

• In case you want to know more about the actual ingredients of any of our title cocktails, John at "21" will tell you all about them.

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The plaid coat $45. Matching dress $25. Tweed hat $10.95. The jacket $27.95. The skirt $14.95. The blouse $8.95. Sheer wool calot with feather front $7.50.
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"What is the 1941 standard of beauty? What adjective will be found to sum up the Ideal Woman, circa 1941?

"Probably—the word will be 'vital'. Or, possibly, 'vivid'. They're both words that describe a girl who has clear eyes, a fresh complexion, straight, well-formed bones; who is beautiful and glowing.

"Today's beauty looks alive. She looks well. She looks able to cope with this, one of the most stirring and momentous eras in history. Her features may not be classically regular—but, to 1941 eyes, she is more beautiful than a girl with perfect features and nothing on the ball.

"Some of this radiant vitality, this twentieth-century beauty can be traced to vitamins. To the increasing knowledge of vitamins. To the fact that she keeps an eye on the vitamins in her diet—more likely than not, she takes vitamin supplements in addition to her meals.

"Don't make vitamin supplements an excuse for improper eating, riotous living, and late hours but look on vitamin supplements as builders of extra reserves of strength and energy, extra resistance. Look on them as aiders, abettors, and allies of beauty, right now. It's never too early in life to start taking them—and never too late."

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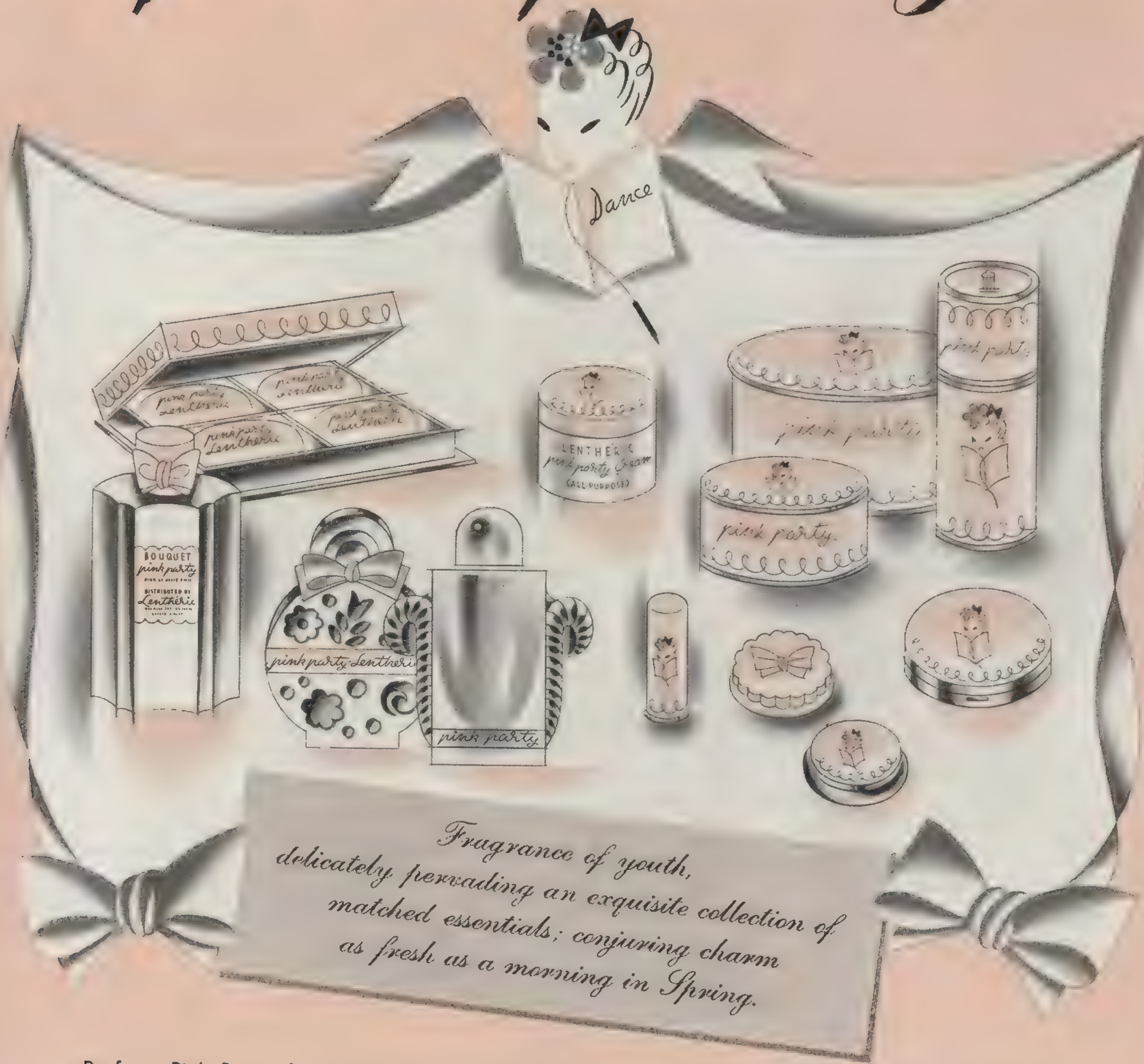
INVITATION TO

pink party



Perfume Pink Party: from petit flacon $1.00 to de luxe presentation $9.00 • Bouquet Pink Party: flacon $1.00 and $1.75, atomizer presentation $1.25 and $2.00 • Face Powder (3 shades) $1.00 Rouge (3 shades) 75¢ • Lipstick (3 shades) 75¢ • All-purpose Cream 75¢ • Toilet Soap (4 cakes) $1.00 • Bath Soap (2 cakes) $1.00 • Bath Powder $1.00 • Talc 50¢ • Compact $1.00 • Vanity $1.00

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Incorporating VANITY FAIR

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August 15, 1941

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HORST

New way to go on college week-ends—basque jacket over American dirndl skirt; $39.95. New down-in-back turban; $5. Mouton muff; doeskin gloves; gilt jewellery. At Bonwit Teller

Coming—AMERICAN COLLECTIONS PREMIÈRE

Look for 125 Fashions with a Future
Vogue's nomination of the topflight American originals.

Look for An Interchangeable Wardrobe
Carefully teamed colours and fabrics, from which you can improvise endless variations.

Look for Four Original Colour Schemes
New Autumn colour-cues, of special interest to those who make their own clothes.

Look for 12 Pages of Clever Economies
Fashions designed for you with more taste than money.

September 1 Vogue is your card of admission to the drama of this year's American Collections. This brilliant American Shopping Number offers you the champagne-and-caviar of the Openings . . . the most comment-making clothes that have yet come from the nimble fingers of our designers.

Summed up in a word, the new mode is elegant. Watch for sumptuous fabrics . . . lavish details . . . expensive whimsies. September 1 Vogue gives you the first chapter of this exciting American première, and tells you where to buy these clothes-with-a-future in shops all over the country.

American Shopping Number *Vogue* On Sale August 26th

VOGUE'S-EYE VIEW OF CHANGING COLLEGE FASHIONS

TONI FRISSELL

TO-DAY'S college girl is changing...changing noticeably. She knows her world is changing; she knows she must get her ideas straightened out, sorted out, cleansed alike of muddled sentimentality and puerile cynicism. She hopes to leave the ivied halls not only a Bachelor of Arts but a Citizen of the World. She widens the scope of her studies and activities. She signs up for stiff courses in economics and Spanish and government and international relations; she puts in as many hours of volunteer work as she can at bandage-rolling, map-reading, evacuation practice; prepares for a job (perhaps by entering Vogue's Prix de Paris contest—see page 50); takes as much pride in pronouncing "Lwow" correctly as she does in knowing the football averages.

Her appearance is changing, too. On campus she lives in sweaters and skirts, but she now tucks her sweaters (often turtle neck) into new American dirndl skirts (page 42). She often forgoes socks for new long bright stockings. She may choose as her One and Only coat a fur-faced one of bright red wool (page 54). She insists on a velveteen suit for tea-dancing; on the new long-sleeved prom dresses. For she knows, with a wise young instinct, that to stop having fun is the way of the regimented, fanatical, funless.

College Portfolio
24 pages
this way →

COLLEGE-CITIZEN

She thinks for herself, she dresses for her public

No walls, ivied or imaginary, separate college from the rest of the world. Young college women and young-women-of-the-world are practically indistinguishable. Their ideals, hopes, beliefs are alike. Their interests much alike. Their clothes *very* much alike. Two or three things have hastened this change. War. The dislocated times. The college girl's own insistence on being a citizen of the world. The dress designers, too, have caught the feeling, and have made their college collections earlier and more reflective of the new type of young person.

Dedicated to the young, in school or out

This issue is Vogue's College issue, planned especially for the more than 600,000 young women enrolled in American colleges. But the clothes in this issue—planned, chosen, accepted only after many competitive examinations—are not merely college clothes. They are, we believe, clothes that well-dressed young women all over America will wear. And they qualify for all college purses in price and type. On these points we're backed by the Seniors in 170 colleges, who—as contestants in Vogue's Sixth Prix de Paris—answered a long and searching questionnaire.

American dirndls, tapering slacks...on campus

Newest thing for campus is the American dirndl. You see a head-of-the-class example opposite. Bright full skirt, tucked in top, held together with a brilliant belt. Newest sweater is the roller-neck, a half-sister of the turtle neck—also shown opposite. Newest slack (82% of our quizz-answering seniors say slacks are necessities)...is the tapering slack. It stems from the downhill ski pants or Western frontier pants you've worn...and you know how becoming they were. Newest belt—the polo belt of felt, suède, or challis. Newest stocking—long bright ones that go above the knee—and stay there by means of an elasticized top.

Tweeds, Tattersall checks, Cavalry Twill

Newest college tweeds are the kind that pass the test of male eyes. Shoulders easy. Jackets longish, draped like a boy's. No fol-de-rol at all. Try a Tattersall checked jacket with a cavalry twill skirt (page 56)—the same pronounced twill that Army officers wear. Try a waistcoat of Tattersall checks with grey flannels. Or have a big window-pane check in green and white (page 46). And here are the new ways to wear your tweeds. With turtle or roller-neck sweaters. With a jumper or middy rolling down over your hips. With a sporty waistcoat. With a little cloche felt hat, turned down all around. And with a gallant big greatcoat—lined or faced with fur.

Opposite: The star of the class this autumn—the American dirndl silhouette. The new roller-neck sweater-top of wool jersey, tucked in a skirt of vivid Botany wool. (Together, $17.90.) An enormously wide polo belt of felt, made by Schaffer. A fringed scarf, by Echo, posing as a turban. And ornamenting the sweater, a string of cultured pearls (La Tausca). All from Lord and Taylor

• The shops in other cities that have these clothes are listed on page 100

PHOTOGRAPH BY HORST

The one and only coat...bright and fur-faced

Mirabile dictu. Within this issue is a coat endowed with Everything. It's bright red. It's bright for a coat, this year, to be bright. It's faced with mouton, it has dash, and so many qualifications you could make it your One and Only coat. Wear it to Palmer Stadium. To the Big City. On campus—in any weather. And then put it, astonishingly, over your dance dresses. If you don't demand all that of a coat, see the one on page 51. Green cotton gabardine, fleece-lined, in the Princeton manner. This doesn't pretend to go everywhere. It's your Campus coat, an adjunct to your wardrobe if you have a more formal fur or cloth coat.

Friday-to-Monday clothes...little dances, big dances

And these are the clothes to make you the Girl They Want to Meet. A town suit like the one on the cover: hug-me-tight jacket, dirndl skirt, hair-covering hat, mouton muff. All will go under *the* Red Coat. A jersey dress in one of the primary colours on pages 52-3. Something in faille or velveteen to encourage cut-ins at the New Haven's Taft Grill, Boston's Ritz Bar, or the inter-fraternity tea-dances. Or an enchanting dirndl made of challis, the real, rollicking, flowery wool that once came from Austria (page 58).

And for the Big Dance, you'll want swirling, whirling skirts. But this year, you'll decide sleeves and a covered-up look spell sophistication, and you'll go to the prom in one of those dresses on pages 60-61, perhaps that twirling skirt of gold-coloured net topped surprisingly by a gold-coloured sweater with long sleeves. N. B. If you need coaching on where to find all these clothes, turn to page 100.

Men love good tweeds, can't be tricked by ersatz. (After all—that's their field.) You love them, too. Know that dollars invested get good returns. Last year, you bought men's jackets. This year, your own follow the same cut. No trick pockets or buttons; draped; easy shoulders. At left: she wears beige herring-bone suit of Stroock wool. $30 will get you jacket, skirt, and some change. At Saks-Fifth Avenue

Tweeds...

TONI FRISSELL

FOR SHOPS IN OTHER CITIES, SEE PAGE 100

men like good ones

On the first girl: 1941's blue-and-brown for a checked suit by Izod. See its riding-jacket cut—fitted, extra-long. About $40. Saks-Fifth Avenue. Second: Bright red suit of soft Stroock wool, classically single-breasted, classically simple-skirted. She wears it 1941-wise: with chartreuse suède waistcoat, a white roller-neck sweater, a brown felt riding-cloche. The grand total for suit and companions is less than $50. All; Bonwit Teller. Third: 1941's important window-pane plaid in red and blue, with blue velvet collar. The top-coat matches. $35 each for suit and coat. All from Best

FOR SHOPS IN OTHER CITIES, SEE PAGE 100

Good college tweeds...

Photographed up at Amherst—more of the tweeds you love, too. They're good tweeds—domestic ones that reach imported standards. You wear them from campus to week-end. The first girl wears checked wool suit by B. H. Wragge—green, beige, brown. Notice its soft, easy shoulders; collarless cardigan-jacket. Under $40. Brown turban; $5. From Bonwit Teller. The second girl wears a dark-green-and-white window-pane plaid. (Watch these simple overplaids—they're important.) The "Sign-Post Fashion" suit, about $40. Lord and Taylor

TONI FRISSELL

good college friends

The kind of tweed suits men love on you—and you love on yourselves. They're classics—you live in them. New this year with cloches or knitted caps, roller-neck sweaters, sporting waistcoats. The first girl wears a long-jacket suit of soft Glen plaid. Under $40. Over it, a 1941 coat of Stroock's bright red fleece; under $50. Red Angora cap. All; Peck and Peck. The second girl wears a boy's pin-checked jacket over her bias-pleated skirt. Blue, brown, beige wool. Wonderful buy for less than $25! Popcorn-knit fez; about $6. Both; Russeks

CAMPUS CLOTHES

— in four classes

SWEATERS AND SKIRTS—the latest, most important versions of those college classics. Worn the new way —sweaters *inside* skirts.

• First: Beloved Argyle plaid—new for a sweater; under $8. Grey flannel skirt, draped, and with kick-pleats to look like English trousers; about $10. Both; Saks-Fifth Avenue

• Second: Imported white Shetland pull-over; about $7. New dirndl skirt of tweed; fringed pockets; About $11. Both; Lord and Taylor

LONG-LINE BLOUSES AND SKIRTS—contrast to your tucked-in sweaters —blouses built on jumper lines.

• First: Brown wool jersey (jersey's way up at the top of the honour list this autumn) for long-torso blouse, pleated skirt. $7 and $7.95 respectively. Both; Bonwit Teller

• Second: Growing more successful by the day—the middy-blouse. Here, of navy-blue wool jersey. Clan plaid wool skirt with white backgrcund. $7.95 for each. Both are from Best

• For shops in other cities: page 100

TONI FRISSELL

PINAFORES—college girls loved them last year, promise to love them even more this year.

• First: Red wool jersey pinafore, basque-waisted, full-skirted; $12.95. Blue sweater; about $6. Yellow challis scarf; $2.50. Bonwit Teller

• Second: Glenurquhart plaid wool pinafore, high neck, slim, pleated skirt; under $13. With it—a red flannel long-sleeved shirt; $6.95. (Try long red wool stockings with these.) Both are from Bonwit Teller

JACKETS AND SKIRTS—they rate two ways: Either as extra jacket, extra skirt; or as two-piece suit.

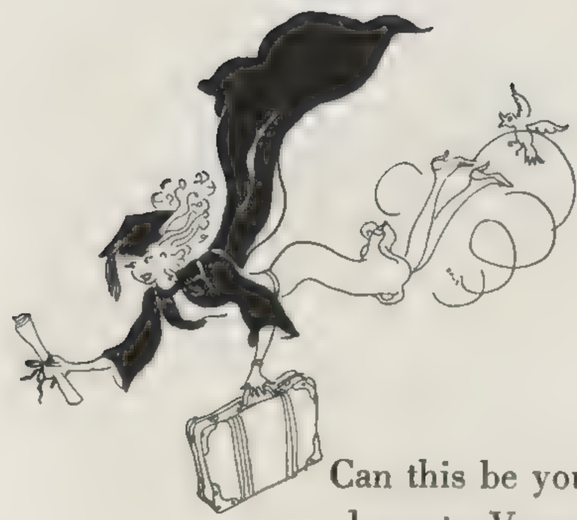
• First: Cinnamon-colour Norfolk tweed jacket—watch for more belted jackets this year; under $23. Beige skirt of cavalry twill; about $12. (Good with green wool stockings.) Both; Lord and Taylor

• Second: Red tweed blazer bound in navy-blue; under $13. This year, watch for many more blazers. Red tweed skirt; around $7. Both; Best

Important silhouettes on the 1941 campus — trouser-skirts, dirndl-skirts, pinafores, middies

VOGUE'S PRIX de PARIS

Whence it came, how and why; where it's going and with whom



Can this be you—this mortar-boarded vision above, winging her way down to Vogue's offices in the Graybar Building? Decidedly, it can...if you are this year a senior...if this year you enter Vogue's seventh annual Prix de Paris contest. (You'll find complete details about it on page 128.) For Vogue is specifically saving two places in its heart, and two places on its staff, for two of you members of the class of '42. And even if you do not win first or second place, there are other awards. And if you do not win one of the *awards*, there are still other compensations. Read on a bit, and you shall see.

As Vogue's Frank Crowninshield remarked the other day, the chief occupational hazards of entering the Prix are marriage and motherhood. These, naturally, are not among the prizes offered—but over the six-year period during which the contest has been running, they seem to have become semi-inevitable sequiturs to it.

We think Mr. Crowninshield prejudiced. Although a great many of our contestants seem to invite matrimony, that is neither the original purpose nor the sole result of the Prix...so it shall not occupy us here. A girl graduate, after all, may marry of her own accord, but for a job on Vogue she depends rather heavily upon the Prix de Paris.

Over five thousand girls have entered these annual contests of ours, 1,121 of them this year. They have hailed from every state in the Union; from Hawaii and Puerto Rico; one apiece from Chile and from Turkey.

The contest is technically open only to Seniors in accredited colleges in the United States and its possessions, and so far 305 colleges have been represented. The Turkish girl and the Chilean understood this, but asked if they might submit papers just to see how they'd do. (They did very nicely.) This year, Vogue had to explain to a boy from Butte, Montana—other years, to boys from other localities—that they are, alas, ineligible.

This kind of discrimination seems a trifle unfair, in view of the fact that the whole idea for the contests was the brain-child of a male. At an editorial conference in 1935, projects were being discussed which would more readily find, reward, and make use of the considerable talent then wandering unroped on the American campus. Someone, modestly, said, How about doing THIS? The someone was Will Davenport, then Vogue's New England manager, now advertising manager of House and Garden. (The Prix seems to better *everyone's* lot.) Mr. Davenport then and there suggested the title and the general plan of the Prix de Paris contest.

That year, appetizingly billed as "A Career Contest for Senior Women in Accredited Colleges Throughout the Country," the Prix de Paris was launched. Its object—to spirit clever young women out of the dormitory, into the editorial offices of Vogue. The contest was—and is—based on writing ability, on original ideas, and on fashion sense.

Four times a year, Vogue publishes quizzes, each consisting of eight questions. To compete, you must answer any four of these—and they are neatly divided into fashion and non-fashion halves. (Continued on page 127)

Opposite

The beloved, authentic Princeton coat...which Vogue first introduced to you...which you have introduced to the campuses of America. Done, this year, in bright green—for never was a year so welcoming of bright, bright coats. Not your One and Only Coat, this (for *that*, see page 54). This green greatcoat is a campus coat, a sports coat, a country coat—all in all, a full four years coat. Cotton gabardine, fleece-lined, fleece-collared. $39.95. If you're going to one of the many colleges which allow you to wear slacks, you might have these beige corduroy ones; $8. With them, a beige wool jersey shirt; $7; and a red Botany flannel waistcoat; $5. The crocheted cap, $5, too. All at Saks-Fifth Avenue • For shops in other cities: page 100

PHOTOGRAPH BY HORST

GREEN GREATCOAT

HORST

Newest colours—clear, bright primaries. Newest way to wear them: simple wool jersey dirndls, hats to match—perhaps fur-touched. First: Button-back dirndl by McMullen; $29.95. Wool and jersey turban; $5. Second: Shirt-top dirndl by B. H. Wragge; $22.95. Hat of Laskin mouton and jersey; $10.50. All; Bonwit Teller

Primary Colours...

FOR LIST OF SHOPS IN OTHER CITIES SEE PAGE 100

...Autumn Electives

Newest of the primaries—bright blue...as in this wool jersey dress. (Wool jersey everywhere—even in coats, suits, and gloves that you might match to your dress.) Here: Basque-like dirndl; $17.95. Crocheted cap; $5. Both; Saks-Fifth Avenue. Perfect for the primaries—Helena Rubinstein's "Apple Red" lipstick

FOR SHOPS IN OTHER CITIES SEE PAGE 100

RED COAT...FOR YOUR ONE AND ONLY

Words of wisdom from Prix de Paris girls
—the Seniors who have been through it all

...If I were a Freshman again

I wouldn't try to be a "typical" college girl. In spite of the growing furore about college clothes each autumn, the college girl is becoming less of a type—and too many typical, however attractive, clothes for college might put you behind the times. *Carol O'Daniel, Smith*

I wouldn't fire all my guns at once; I'd buy a few good basic clothes, and add the extras after I had arrived on the scene of action.
Ruth Hurt, University of California

No matter how lonely I might be, I wouldn't make the first people I saw my bosom friends.
Ruth Annis, Bennington College

I'd press my evening dress a day in advance of the bread-line that always forms outside the laundry on week-end nights. I'd learn diplomatic protocol, and give the professors their proper titles at the proper times. I'd know better than to call the Dean "Dean" at a tea, or "Miss" in her office.
Patricia Lambdin, Barnard

I'd see that my stocking seams, like compass needles, pointed true north and south, never got de-magnetized.
Betty Bice, Iowa State

I'd bring along a sweater stretcher, a suitcase I could carry myself, and evening clothes that pack.
Katherine H. McCracken, Vassar

I'd wait until I met my roommate before I started decorating my room...No one would catch me wearing the Night-Before's orchids or gardenias to class the next day...My talents, if any, wouldn't lie hidden, nor would they have a theatre marquee around them.
Madge Lazo, Bryn Mawr

I'd find time to read something not required; I'd learn to read music, and how to sing in parts; some small part of the day I would spend alone in my room instead of travelling always in droves like spring colts.
Betty Dodds, Prix de Paris winner

I wouldn't confuse casual with slapdash. There's quite a difference between sheen and shine in a complexion; loose and stretched in a sweater, flowing and straggling in a mane.
Betty Callahan, Immaculata College

My faculty advisor, rather than the emotional Sophomore next door, would solve my problems.
Lorraine Kleinman, Smith

I'd have a strict On-or-Off policy about my nail polish.
Janice Eldridge, University of Vermont

I wouldn't put off all of my required courses until my Senior year...and I wouldn't complain about them all my Freshman year.
Sylvia Berkinbilt, New York University

I wouldn't sit up all night just because there was no one to tell me to go to bed. And I'd pass up cheap clothes and get coats and skirts and sweaters that would stand up under four years of rough treatment.
Jeanne Griggs, College of Idaho

I'd sign up, without fail, for a Spanish course. And whether I was a Freshman, a Sophomore, a Junior, or a Senior, I'd try not to forget that that nice graduate draftee now makes only $21 a month.
Jean Arms, Prix de Paris Winner

I'd remember that it rains in college, too. I'd bring along some sort of rubbers or boots for campus puddles, and a wear-any-weather coat, and a pretty Cellophane handkerchief for my hair.
Patricia Jacques, University of Oklahoma

I would not borrow my neighbour's clothes, nor any of her cosmetics, nor her note-paper or cigarettes. And I'd keep my eyes demurely off her man, largely because I know she'd hate me if I got him—and house feuds can be pretty venomous affairs.
Frances Magee, Prix de Paris winner

Opposite: To wear day or night, on campus or off, over slacks, tweeds, or dance dresses—this Coat-of-the-Year. Stroock fleecy wool, lined with quilted satin, faced with Laskin mouton. $110. Botany flannel suit; $22.95. Crocheted hat; $3.95. All; Best

TONI FRISSELL

1941 sports clothes: Tattersall checks, boys' jackets, waistcoats. Left: bright mustard Tattersall waistcoat, grey flannel suit and dark green flannel shirt. Total $33.85. (You buy the pieces separately) Right: Tattersall flannel jacket, blue flannel waistcoat, Cavalry Twill skirt, bought separately, total $41.85. All are at Lord and Taylor

Tattersall Checks...

FOR LIST OF SHOPS IN OTHER CITIES SEE PAGE 100

Tapering Slacks

Tattersall again—shown with new slacks, which taper at the ankle. Left: Cavalry Twill frontier pants and matching cardigan-like jacket, cotton Tattersall shirt. The three pieces add up to the sum of $28.85. Right: brown wool gabardine trousers, turtle-neck sweater, Harris tweed cardigan. Sum, $41.85. Buy them separately at Lord and Taylor

Challis comes back

Challis dirndl - authentic flowered fabric, authentic dirndl lines - a college coup. Enchanting blouse and skirt linked together with a wide black velveteen corselet. Blouse; $8.95. Skirt; $14.95. All; Lord and Taylor

Challis - the real thing, the real wool, the real rollicking colours that once came from Austria - now made in America. Here - a challis blouse; $10.95. Black velveteen skirt; $7.95. All; Lord and Taylor

Challis by day: The same blouse and velveteen skirt (opposite) here worn with a black velveteen jacket ...and purse lined with challis. Challis by night: Long skirt of flowered green challis; $19.95. Same jacket as shown for day; $9.95. All; Lord and Taylor

FOR SHOPS IN OTHER CITIES SEE PAGE 100

For the Big Dance

RAWLINGS

FOR SHOPS IN OTHER CITIES, SEE PAGE 100

Above: Be a vision in gold—gold mesh sweater-top of cotton lamé, cloudy skirt of rayon net. Signs of the love for covered-up dance-dresses—the long sleeves, the high neck. $19.95. From Best

Left, above: Bright red tweed evening coat—never before have there been so many bright coats, on and off campus. This is slim, fitted, collared with gentle brown Laskin mouton; $22.95. At Altman

Left: Just a bit of a bodice topping a yards-wide skirt—a perennially happy favourite. This new version is of dusky black velveteen, with black net, gold-metal pins in front. $17.95. Jane Engel

Opposite: Newest way to dance—in long-sleeved formal dress. Bright green rayon faille taffeta. Low V edged with black lace ruching, green paillettes. $29.95. Kalmour dress and jewels. Best

SLEEVES AND SOPHISTICATION

FOR SHOPS IN OTHER CITIES, SEE PAGE 100

FAILLE...AFTER 5 P.M.

The College World, the Outside World...both worlds will tea-dance this autumn in faille or velveteen or some pretty get-together of these two fabrics.

1. Black faille coat-dress banded in velveteen—for tea-dancing from New Haven's Taft Grill to San Francisco's "Top-O'-the-Mark." $14.95. Lord and Taylor

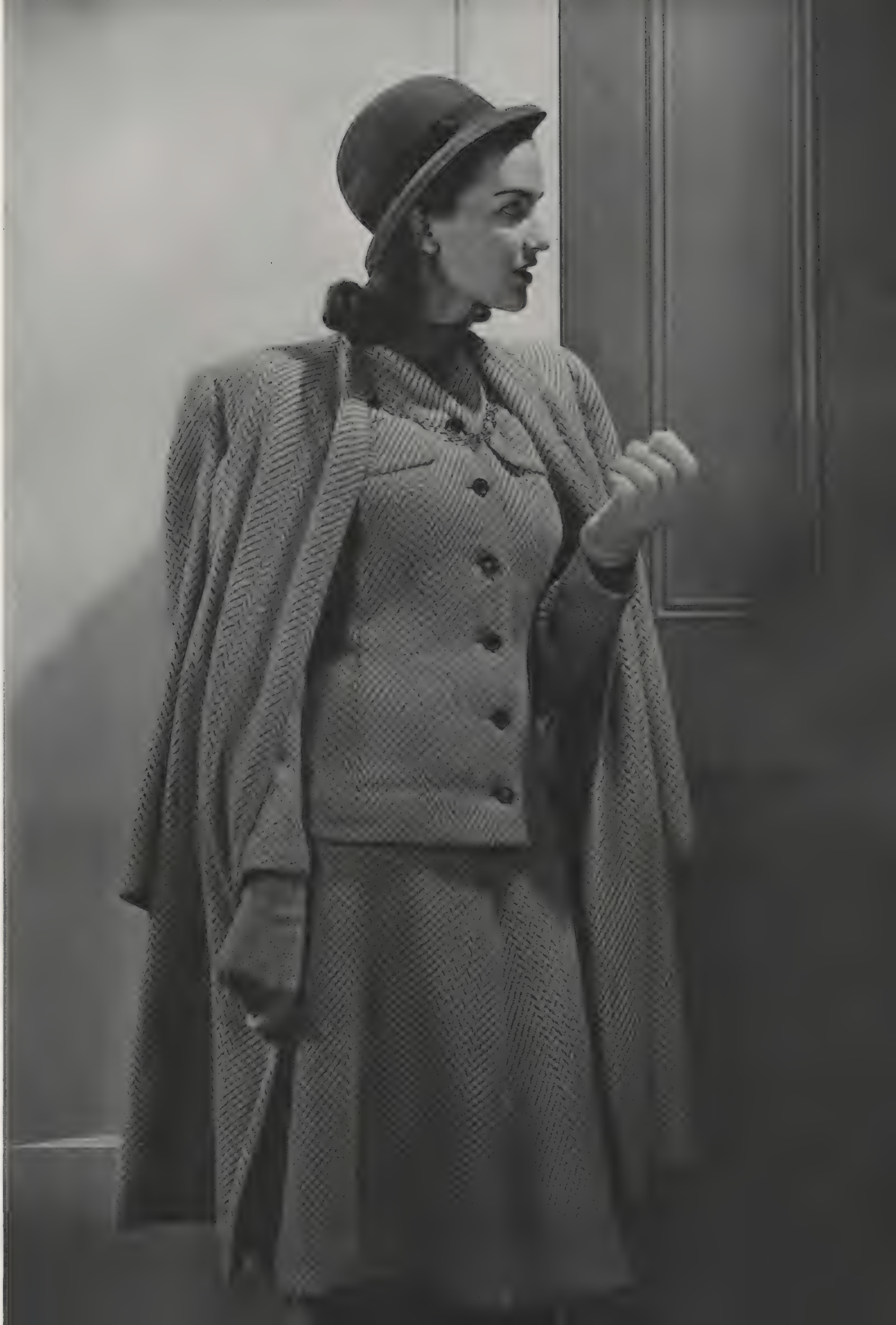
2. Velveteen-banded dress of black rayon faille—a charmer for concerts, lectures, inter-fraternity tea-dances. $17.95. Down-in-back cap. At Bonwit Teller

3. Snug little basque-jacket of green velveteen and a skirted dress of green rayon faille—appealing across a table or dance floor. $22.95. Altman

HORST

VELVETEEN... DUSK TO DAWN

Wherever the young meet from five o'clock on, there are velveteen suits... **1.** Black velveteen dinner-suit, white rayon blouse, a red cummerbund to make your waist look as small as a sliver, and that long-sleeved, covered-up look for evening that is coveted by young sophisticates, in college or out. $19.95. Best **2.** The new braid-bound basque-jacket on a black velveteen suit. $29.95. Mink-dyed muskrat hat; $15. See the white satin blouse better on page 66. Altman **3.** A grey velveteen suit to put on for the game and dance in afterwards; $19.95. White blouse with stiff revers; $6.95. Squirrel-and-antelope hat; $15. All; Altman



$100 Campus Wardrobe

YOURS for $100—the campus wardrobe shown on these two pages. It's a basic, brilliant minimum, right for any campus—co-educational or ruggedly feminine. It adds up to 16 parts: 4 skirts; 3 blouses; 2 jackets; 2 sweaters; 2 hats; 1 coat; gloves; moccasins. All are interchangeable—hand-picked for Solid Worth, 1941 news. All; Saks-Fifth Avenue

1. For campus or week-ends—a brown corduroy suit-dress with the new snug basque jacket, full skirt, unpressed pleats. $16.95

2. Long-sleeved shirt of white cotton gabardine, beautifully cut, made by a top-drawer custom shirtmaker. Yours for only $4

3. The great 1941 jumper top—here of beige cashmere jersey; pleated skirt you'll wear with tops (6), (10). Both; $14.95

4. Twisted yarn-and-jersey turban—red, yellow, and brown. Wear it with (1); with (3); with the tweed suit opposite. $3

5. Grège felt riding-hat, ribbon-bound, made like one of the newly-revived cloches. Also shown in photograph, opposite. $4

6. Classic blue Shetland pull-over—unbeatable for classes; $5. Brown wool kick-pleated skirt you'll wear with (9), too; $4

7. Good-looking yellow string gloves, all-weather friends; $2.25.
8. Beloved, traditional leather moccasins to saddle-soap; $4.95

9. Wonderful red turtle-neck sweater like a boxer's, to wear with the tweed suit, with skirts (1) and (6), or with slacks; $5

10. Made like a jumper—dark red printed tie-silk blouse to wear with both suits, all skirts, for Faculty teas, week-ends. $5

• For a list of shops in other cities in the U. S., see page 100.

1.

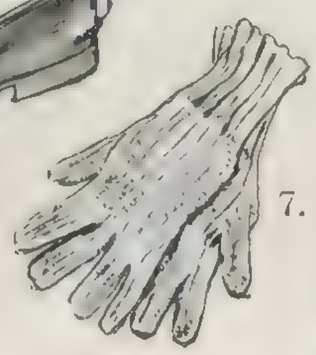
2.

3.

4.

5.

6.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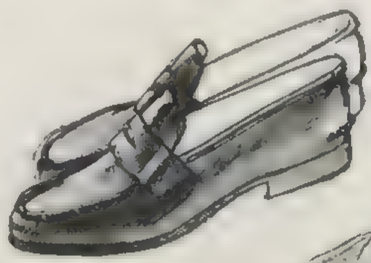

8.

9.

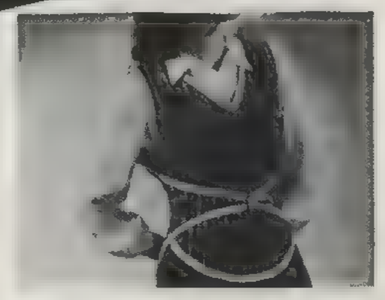
10.

Opposite:
Cornerstone of your campus wardrobe—this suit and top-coat of beige-and-brown herring-bone tweed. Wear skirt and jacket separately, too; fling the coat on over Everything. $29.95

48 Accessories for '41

Sleuth hat of dark red corduroy, $3.95. Red-and-white knitted scarf, $5. Both at Saks-Fifth Avenue.

Handsome hand-sewn Boxlav glove in pale saddle colour. $5. Best.



"Dog blanket" plaid jerkin to wear with blouses. $6.95. Lord and Taylor.

Good for cramming. Lots of room inside, ladies. Black suède. $5. Best.

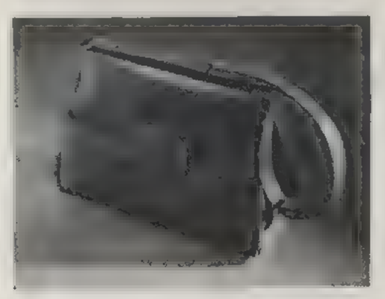
On a cool campus, red-and-white cotton stocking-cap. $3. Best.

Shine please. Seamless Oxford, antique calf, by British Walker. $12.75. Bonwit Teller.

To cinch your waist-line. Brown-and-white pony belt, by Criterion. $5. Bonwit Teller.

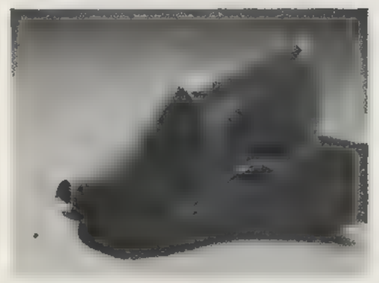
1942 leg-show. Bright red woollen stockings that go above the knee and stay there because of an elasticized top. $1.95. Lord and Taylor.

Plaid corner on a scarf of hand-loomed black sheer wool. It's $2, at Best.



This pigskin bag goes to college. Adjustable strap. $7.50. Franklin Simon.

Debcraft charmer, white satin, black velvet neckband, paste studs. $5. Altman.

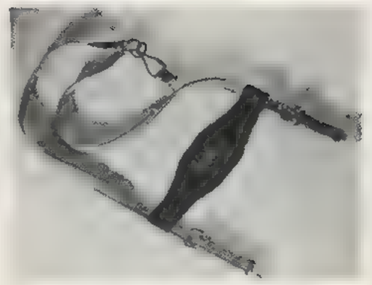


Red corduroy bedroom shoes, elastic-sided. Dee-Gee design. $3.95. Altman.

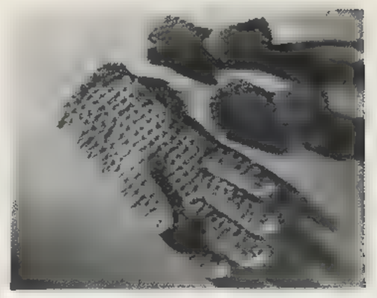
Phone book to dangle from your wrist. Gilt metal. $3. Bonwit Teller.

Beige Scully suède turban; open crown, fringed at side. $10. Bullocks-Wilshire, L. A.

"Primary Colour Box" of make-up essentials. $3.75. Helena Rubinstein salon.

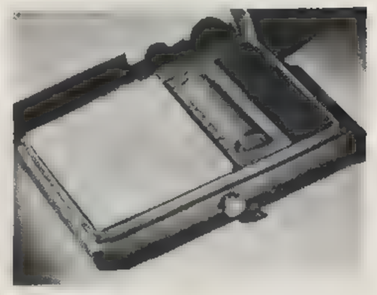


Braces, female version. Two-toned cowhide. $5.50. Abercrombie and Fitch.



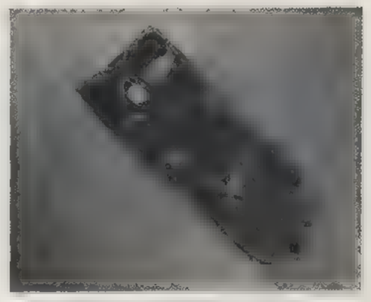
Hand-crocheted: bow-barrettes. 65 cents. Best. Woodchopper glove, $2.95. Lord and Taylor.

Nightshirt revival; pink-and-aqua checked flannelette. $2.95. Saks-Fifth Avenue.

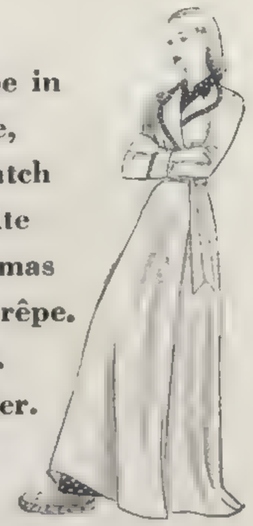


Pencil-box beauty kit in bright red; fitted. $5 at Saks-Fifth Avenue.

Long white cardigan, cable-stitched, big pockets. $18.95 at Bonwit Teller.

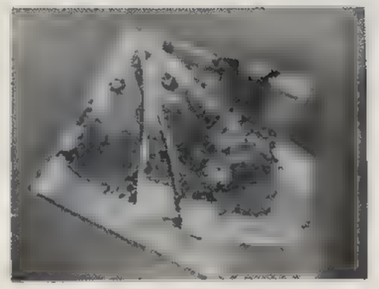


British-tan capeskin saddle-stitched glove, by Bacmo. $3.50. Lord & Taylor.



Flannel robe in French-blue, piped to match red-and-white dotted pyjamas of French crêpe. Each $6.95. Bonwit Teller.

Golden capeskin mitten, fleece-lined. $2.50. By "Wear-Right." Altman.



Wool challis Glentex scarf; cerise and mustard. Good $2 worth, at Altman.

Do graduate as prettily as graduated La Tausca cultured pearls. $10. Saks 34th St.

Dripping with cash, this gilt necklace caches dimes and nickels. $3. Best.

Simple little suède glove, wrist-length. By Ireland. $3. Altman.

Personal: identification tag and bracelet of leather and gilt metal. $3 at Best.

Dormitory robe of rayon suède cloth in a new shade called roseberry, bound with blue. Waist-whittling line. $6.95. Saks-Fifth Avenue.

Perfect roommate. Royal robe of all wool flannel in bright red. Bound with satin. Slide-fastened for time-saving. $7.95. Franklin Simon.

Gay handkerchiefs by Burmel. Flower one, Lord and Taylor; checks, stripes, Best. 35 cents.

Moccasin-like red rubbers, made by U. S. Rubber. $1.50. Lord and Taylor.

Easy steps, calf moccasin, flexible and unlined. $8.75. Abercrombie and Fitch.

Little-girl-last sandal by Avonette. Black suède. $8.95, Saks-Fifth Avenue.

Heavy cotton plaid shirt, grey, navy-blue, and red. $4.50. Lord and Taylor.

Party play-shoe of green suède and gold kid, by Joyce. $7.95. Bonwit Teller.

College belts by Criterion. Pigskin, $2.50, Altman. Capeskin, $1, McCutcheon.

Fringed herring-bone skirt, brown and blue. $7.95. Scarf, $3.50. Lord and Taylor.

Keep your fingers crossed with this gilt metal pin. $2 at Altman.

VOGUE STUDIOS

Brown reversed calf Random shoe with rope sole, by Stetson. $12.95. Lord and Taylor.

Bright blue rain-coat of Tackle Twill. $17.95 at Bonwit Teller.

FOR SHOPS IN OTHER CITIES, SEE PAGE 100

The Wedding of Miss Joan Widener Leidy and George Eustis Paine, Jr.

At Beach Mound, the villa in Newport, Rhode Island, where she was born, Miss Joan Widener Leidy was married last month to George Eustis Paine, junior. The colour scheme of the wedding was red and white, the racing colours of Mr. Joseph E. Widener, the bride's grandfather. The bridesmaids wore white with red; the marquee for dancing was in red and white.

The bride—in a white satin and tulle dress, carrying white orchids and gardenias—on the arm of her father, Mr. Carter Randolph Leidy

At the receiving-line on the terrace, the bride and groom talking with the Reverend Dr. Stanley Carnaghan Hughes, who performed the ceremony

Mr. Aksel C. P. Wichfeld and Mrs. Wichfeld, the bride's mother. Mrs. Wichfeld, who was Fifi Widener, also wore red and white

Carrying her long tulle train, the bride dances with Mr. Antonio L. Villa, brother of one of the bridesmaids

At one of the little tables in the red-and-white marquee, Miss Sylvia Széchényi, daughter of Countess Lâszló Széchényi, Mr. William de Rham, Miss Valerie Moore, Mr. Francis G. B. Roche

Mrs. Cornelius Vanderbilt, one of Newport's best-known figures, chats with the bride in the receiving-line

The bride and groom cut the wedding-cake. Looking on, the maid of honour, Miss Rosemary Warburton, daughter of Mrs. William K. Vanderbilt, who wore a white silk organdie dress, white horsehair hat, and carried red carnations

HAL PHYFE

Mr. and Mrs. Robert Grant, third (she is the former Elena Villa), passing along the receiving-line

Bride and groom. Maid-of-honour Miss Rosemary Warburton. Some of the bridesmaids: Misses Harriet Cheston, Beatrice Goelet, Francesca Villa, Ann Van Nest Gambrill, Mrs. Frederic Lassiter

(Centre) Mr. George D. Widener, the bride's uncle, with the groom and Mrs. Rodman Wanamaker

The Duke and Duchess of Kent

. . . somewhere in England

H.R.H. PRINCESS ALEXANDRA—A CHEERFUL FOUR-YEAR-OLD IN GINGHAM

LIKE so many British parents, the Duke and Duchess of Kent now spend most of their days at their war duties, separated from their children. But whenever they can, for a week-end or a few days' leave, they meet briefly at this peaceful country place.

Here the young Prince Edward and his sister, Princess Alexandra, lead a Spartan outdoor life, playing sockless in sun-suits, fishing for tadpoles in the pool, and bicycling wildly around the grounds.

The Duke, photographed during a three-day leave, is Air Vice-Marshal and also Honorary Commander of the 500 Bomber Squadron.

The Duchess, calmly beautiful as always, is Commandant of the Women's Royal Naval Services, the famous "Wrens." She takes regular turns at the casualty clearing stations as a qualified nurse in the Civilian Nursing Reserve for which she took the fifty-hour training course under the pseudonym of Sister Kaye.

Except for the ugly reminding drone of ever-passing planes overhead, these are their calm vacation days—the kind of days that they, like all British parents, are fighting now to protect.

THE DUKE OF KENT AND THE CHILDREN COMPETE IN NAMING PLANES

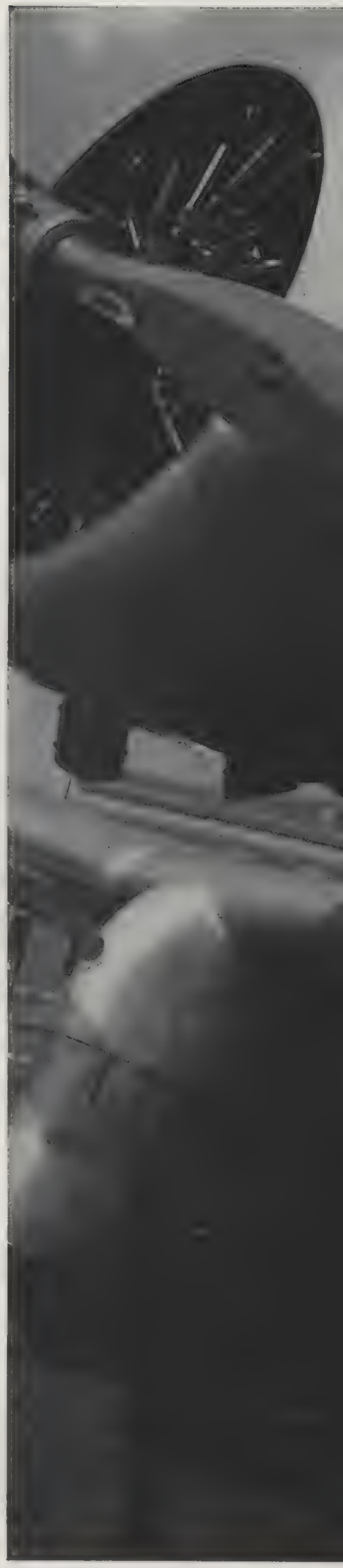
H.R.H. PRINCE EDWARD—NEARLY SIX

CECIL BEATON

On leave from war jobs, T. R. H. the Duke and Duchess of Kent, with their children

They call them "Ata-girls" and "Waafs"—the women of the R.A.F.

By Jacqueline Cochran



[EDITOR'S NOTE: The money that Miss Cochran received for this article was sent by Vogue, at her request, to the Spitfire Fund in England.]

I LEARNED a lot when I flew to Britain this summer—a lot of little things and one or two very big ones. I was struck first with the extraordinary completeness of a blackout in a great modern city—something which is difficult for most Americans even to imagine; and with the *esprit de corps* that makes such blackouts possible.

I was impressed by the gay little signs on the shops; with the value placed on the oranges I gave as presents to my friends. (I had brought over about three dozen in the plane, but had eaten only one on the way over. I regretted that one all the time I was in England.) I loved the nicknames that the English have given to all the new elements in their dangerous lives, particularly the attractive names they have given our planes. The Lockheed 14 bomber which I flew, they call the Hudson; they call others Harvards, Tomahawks, Liberators.

But what interested me most—and taught me most—were the two organizations of women in the Royal Air Force: the Women's Auxiliary Air Force, called the "Waafs," and the Women's Section of the Air Transport Auxiliary, nicknamed the "Ata-girls." I felt a tremendous, unreasonable pride when I saw these women, because they were so capable, so casually brave, so gay, and yet so responsible. I was proud because they were women doing the same work as the men, and doing it well—not replacing men, but releasing them for more important service.

They proved what I have long held to be true—that flying, mechanics, parachute folding, and coding can be women's work; and that when they do it for their country's defense, they should be enrolled in a recognized Government Corps. No one I saw in England thought of these women as amusing or attractive adjuncts to the atmosphere of an R.A.F. fighter station. They have their jobs; they have authority. And they know it.

The "Waafs" are really an extraordinary organization. There are, I believe, about twenty thousand of them now, stationed all over Britain. Some work in the fighter stations, even in the all-important operations rooms where the news of the positions of R.A.F. and enemy planes comes in and strategy is planned. They do coding and de-coding, typing, radio work, and driving. They work as cooks and waitresses in the R.A.F. canteens. Some work as mechanics in the maintenance and repair units; and, on the especially delicate instruments, are found to be better than men. (I was amused and delighted to hear that the women who were the best at this work were those who knew how to embroider and do needlework.)

They are all as neat as pins, with fresh faces and incredibly tidy hair. But I noticed that many of them had work-worn hands, a badge of their work, and, I felt, surely a source of great pride.

At the fighter stations, "Waafs" are on duty twenty-four hours a day, on six-hour shifts. They sleep in special barracks, in (Continued on page 107)

TONI FRISSELL

Jacqueline Cochran ferried a bomber to Britain

BEAUTY
a snap course

PEOPLE have been noticing it—how much prettier college girls are looking these days. Vogue decided to check up on it, made a survey, found that seniors (always campus leaders in such things) are far more cosmetic-conscious than they used to be; more, considerably, than last year, even. The average senior possesses from four to five lipsticks at any given moment—some had more than ten at once! A big majority of them are going in for darker shades of face powder and nail polish; perfume reposes on many more shelves; deodorants are practically universal. Half the seniors we polled use mascara...for special occasions, we hope; two-thirds of them own rouge; all but seven per cent. wield hair-brushes.

What you've been learning, it seems, is that it's easy to be beautiful...well, *pretty* easy. Beauty, manage it right, can be a snap course. We give you, hereunder, a primer to help you keep it that way. Bone up!

Your hair: the long and short of it

Perhaps you've already decided to have your hair good and short this year. (That new 3½ to 1 inch length that Vogue showed in the July 15 issue is particularly popular among Smith College girls.) If you choose the brief coiffure, go to an expert before you leave for college, and have it cut properly, so that the local talent will have something authoritative to go by.

The short-short arrangement is perfect for naturally curly hair. And it's a really dreamy way of being morning-neat in a minute...run a comb through it, and you're all ready.

If you're going to keep your hair long, remember that a shoulder-length mane only looks handsome when it's glistening and smooth and well-brushed. Long hair shouldn't be too curly, should be washed so constantly that no two pieces of it ever come to know each other well.

If your hair's on the dry side, give yourself, from time to time, an oil shampoo. There are any number of good types of oil you can buy, ready-prepared. Put on the oil before you wash your hair, then wrap your head in a hot, damp towel. It will wash out easily (the oil will), and leave your hair much softer than any ordinary shampoo.

And *never* put your hair up in curlers while it's wringing wet. Towel-dry it till it's no more than faintly damp. This not only cuts down the drying-time, but improves the ultimate texture of your hair as well.

Your face: nice clean work

The best thing you can ever do for your face...and this should come as no news-flash to you...is to keep it clean. With cream, for a face that's dry all over; with soap and water, for a face that's oily all over; with a judicious combination of both, for the nine-out-of-ten faces that are part-and-part.

Oily skin responds best to complexion brushes and pore grains. Dry skin should always have cream put on it before you wash and again immediately afterward. And use a soap with a lanolin or very oily base.

One product that, paradoxically, helps both types of skin is a milk cream. This you leave on only briefly on the drier areas; around your nose and chin, let it stay on about fifteen minutes. It tightens into a pleasant, mild facial mask, which you then wash off with tepid water. There's a creamy lotion, too, to smooth on after, so that your face is smooth and soft and unflaky.

If you're cursed with an occasional Thing on your face, keep, oh keep, those itching fingers away. Die a thousand deaths before you touch it...except perhaps to put a drop of milk of magnesia on it before you go to bed. (This will sometimes dry up spots wonderfully.)

During such problem times, use as little make-up as you possibly can: the more you persist in covering things up, the longer you'll have things that need covering up. When you absolutely must resort to camouflage, at least be sure that your powder-puff is spotlessly clean, and that afterwards you take off all your make-up especially carefully. And remember that what you eat and drink is directly responsible for the state of your complexion.

Your make-up: painters' tricks

When you use a foundation cream or liquid, put it on *sparingly*; the directions always tell you to, and you always ignore them, and if you'll look at the results in glaring daylight you'll see why you shouldn't. Your powder needn't exactly match the foundation, but if it doesn't, let it always be *lighter*, not darker.

In lipstick and rouge, be faithful to pure, primary reds. They make you look healthier and more attractive than any off-tones can. If you like to experiment with new mouths, try them out first when you have privacy and time; it takes practice to extend the natural line without botching it. You might acquire, and carry with you, for week-ends, one of those lipstick brushes that come looking like little gold pencils—they're invaluable for fine detail.

And don't do *everything* at once to your eyes, even for the most special occasions. Pencil along the lash-line of the upper lids, to slant and elongate your eyes. Or use mascara to make them seem larger. Or eye shadow to deepen them. Not all three, though. During the week, use no eye make-up at all, except a little oil on your lashes. (Continued on page 101)

HORST • CONDÉ NAST ENGRAVING

Little Basque; Big Skirt

Hug-me-tight basque and a billowing skirt—the young know what a charmer that formula is. The basque is really a jacket—velveteen, with bracelet sleeves, brief peplum. The dress is of jacquard rayon taffeta. Carolyn Modes dress; $25. Arnold Constable; Best's Apparel, Seattle; Mandel Bros., Chicago

Black with Hunter's Green

One of this autumn's newest, most satisfying colour-companions—black and warm green. One of this autumn's newest, most prettifying forms for hats—the romantic riding-hat. Here you see their high-growing crowns, up-curling brims. And just a suggestion, managed by chignon and veil, of the new conceal-your-back-hair movement. First: Black felt, draped and chignonned with hunter's green velvet. Second: Green felt, black veil and velvet ribbon. Both; Henri Bendel

I'll Take the American Plan

Praise for the soothing uniformity of our interchangeable hotels—from the theatre-critic and lecturer, John Mason Brown

AMERICAN hotels are often condemned for being more alike than the Gideons resting in their bedrooms. Their similarity is apt to confuse the foreigner accustomed to inns and hostelries which are individual and quaint even when they are not comfortable. "If you don't leave your room," asks the traveller from overseas, "how can you tell whether you are in Kansas City or Cleveland, in Portland or Greensboro, in Los Angeles or Milwaukee?"

The point is that you can't. At least not on your first trip around the country. This is not true of the lobbies and public rooms downstairs. They are different. After four or five annual visits, you begin to be able to tell them one from another. With Deerslayer's accuracy, you can follow the trail from the doorman, through the forest of sofas and throne-chairs, to the desk. You get so that you can do this without relying on the bellhop's lead, and it makes you mighty proud, in a small way, when you come out right.

If you are a genuine man-about-towns (which is as different from being a man-about-town as the Fuller Brush Man is from William Rhinelander Stewart), you can summon sleep almost any night when you at last reach home by trying to recall the whereabouts of the coffee shop, the news-stand, the drug store, the main dining-room, and the cocktail lounge in this hotel or that.

BUT the bedrooms! Up and down the land, they can be as indistinguishable from one another as the same movie shown in different cities or as a crowd of Chinese glimpsed through virgin Occidental eyes. One may be decorated with "The Cries of London." Another with a French print a bishop could survey without blushing. A third (again remembering the bishop) may have its walls hung with shadowy interiors of English cathedrals. Or it may even indulge in some modern flower abstractions bearing a marked resemblance to medical drawings.

But the multiple-twin similarity which can relate a bedroom in one American hotel to a bedroom in the majority of the others strikes me as being one of the most unappreciated features of our hotels. At any rate, travellers in this country do not have to wear themselves out releasing the "ohs" and "ahs" precipitated by a room with a balcony and a view. If you know you are going to find Walgreen's across the street, you don't waste much time rushing to the window to see the Matterhorn. If you realize Woolworth's is to the north, the Elks to the south, Corinne's Beauty Shoppe to the east, and the Ford Agency to the west, you can be excused if you don't spend many hours thinking of Marina's fondness for Cortez, of Bernadotte's defiance of Napoleon, or the young Hazlitt's walks with Coleridge.

Naturally the resort hotels are less stereotyped than those to be found in cities. They, however, are a different story. Climate is their architect; our expectation of what they should look like is their decorator. They can take the form of Swiss chalets frightened by Hiawatha in Glacier or Yellowstone; of Atlantic City Turkish, of distended Monticellos and Mount Vernons in the South, or of shingled and weathered beach cottages suffering from elephantiasis in the North.

THERE are exceptions, of course, to the comforting orthodoxy of large hotels in large cities. They stand out as oases in a desert of standardization. Somehow they contrive to be so different, personal, and unduplicated that one looks forward with hunger to what is special in them. The venerable St. Charles in New Orleans is one of these. It is what the tourist wants New Orleans to be like. It is foreign enough to satisfy those who have been reading their Lyle Saxon. The stately Jefferson, which is Richmond's Murray Hill Hotel, with its coloured waiters who turn service into a courtly ritual and its bedrooms vast enough to have been filched from Balmoral, must be added to the list. So, even in their much more modern guise, must be the St. Francis or the Mark Hopkins in San Francisco, the Skirvin Tower in Oklahoma City, the Park Plaza in St. Louis, and, particularly, the Blackstone in Chicago, that wonderful hotel, not too large, not too small, which I find one of the most inviting of the lot.

But an American hotel, new or old, standardized or individual, is surely one of the most comforting inventions of man.

If you are messy by instinct and habit, the chambermaid does not scold. She makes your room, which you had left looking like a bag of confetti struck by a tornado, into something as (Continued on page 122)

Gloria

1915—Miss Swanson began her career at Essanay Studios, Chicago; later went to Hollywood where she played ingénue rôles in old-time thrillers

1916—Her first hit—as a Mack Sennett bathing beauty

1918—In "Don't Change Your Husband," as a torrid Cecil De Mille vamp

1923—"Zaza," her first light comedy part, "charming, reckless, naughty"

1924—A star, she went to France to make Sardou's "Madame Sans Gêne"

1924—One of her best rôles, the Algerian in "The Humming Bird"

1925—Miss Swanson, Marquise de la Falaise, with daughter Gloria

1928—In the cinema's first version of "Rain"—a smash hit

1941—Her comeback as a temperamental actress in "Father Takes a Wife," with Adolphe Menjou

Swanson... Mirror of the Movies

1919—Her fantastic costumes in "Male and Female" struck a new high in extravagance

1921—"Affairs of Anatol," her last heavy temptress rôle under De Mille

1941—Today, as in 1916, she plays comedy, but today she has mastered the light touch, basing it on the weight of experience, her chic, her talent, and feminine charm

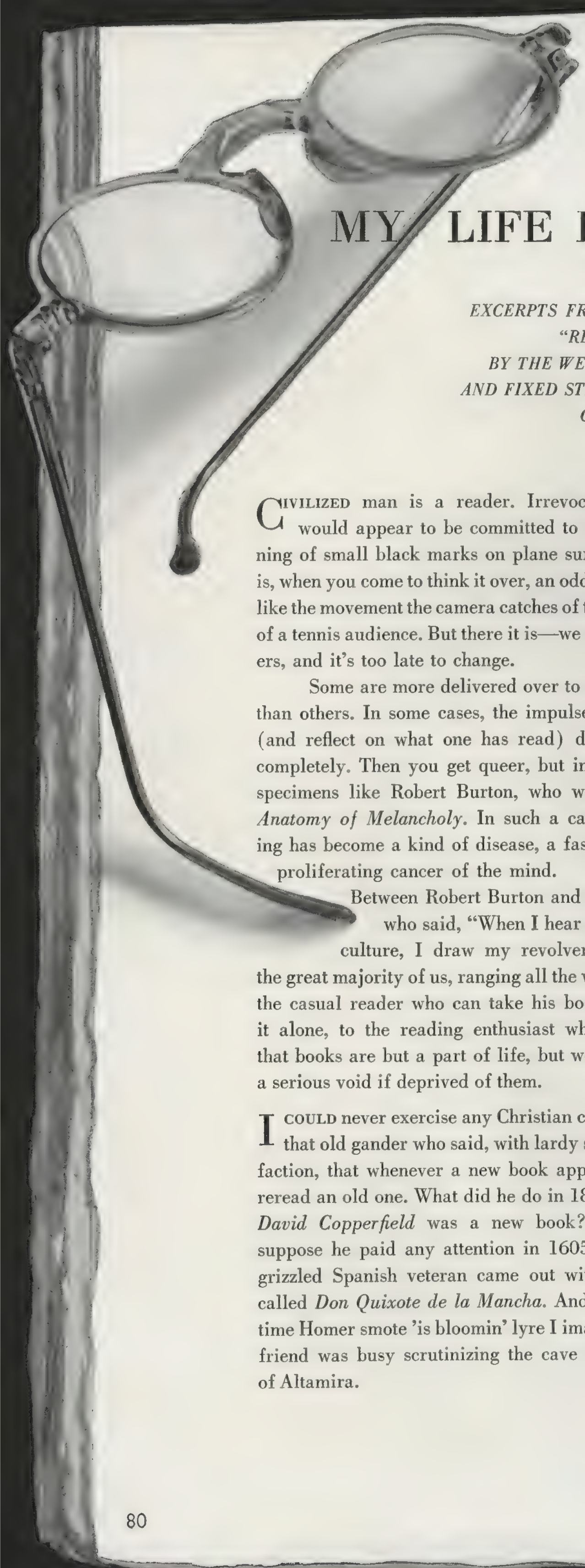
Ingénue, vamp and comedienne—her career reflects the evolution of an industry

By ALLENE TALMEY

WITHIN the swoops of her career Gloria Swanson is a complete history of the movies. She started as a bathing beauty comedienne back in 1915 when the whole business was pretty much a matter of whim. Now she has made her comeback in the new RKO movie, "Father Takes a Wife"—and she is still a comedienne.

There was a time back in about 1926 or '27 when Gloria Swanson, a tired woman of almost thirty, realized at the sight of her golden plumbing that she was a success. Movie stardom had come to Miss Swanson. But her screen sparkle and gayety, then as now, vanish when she is not in front of the camera, leaving her a quiet, weary woman, with hair soft and dark, a husky voice, blue almond-shaped eyes, a sudden great white smile, and a manner so reserved that it often embarrasses her and those meeting her for the first time. This woman, whose development has paralleled that of the movies, has a dignity which, like the movies' now, is often paralyzing. It is that dignity which makes her so magnificent and for which Hollywood, for so many years, could never quite forgive her.

There in Hollywood hovered the ghosts, with rattling tongues, who always remembered that she was born in 1898, daughter of an American army captain, that she had started as an extra in the high, vulgar, lusty days, that she had been a plump-figured girl in Mack Sennett bathing suits of black and white checks, playing in thrillers and farces, in "The Nick of Time, Baby," and "Teddy at the Throttle." Hollywood with its disturbing memory, can still see the later haughty Swanson of the days of the De Mille society pictures—a funny impossible girl in her crazy clothes—an overdressed Chicago kid whose hair was black and hard and shiny with brilliantine. (De Mille saw her as a girl with "exaggerated, prognathous (Continued on page 104)



MY LIFE IS AN OPEN BOOK

EXCERPTS FROM THE FORTHCOMING BOOK,
"READING I'VE LIKED,"
BY THE WELL-KNOWN LITERARY CRITIC
AND FIXED STAR OF INFORMATION, PLEASE—
CLIFTON FADIMAN

CIVILIZED man is a reader. Irrevocably, he would appear to be committed to the scanning of small black marks on plane surfaces. It is, when you come to think it over, an odd gesture, like the movement the camera catches of the heads of a tennis audience. But there it is—we are readers, and it's too late to change.

Some are more delivered over to the habit than others. In some cases, the impulse to read (and reflect on what one has read) dominates completely. Then you get queer, but interesting specimens like Robert Burton, who wrote *The Anatomy of Melancholy*. In such a case, reading has become a kind of disease, a fascinating, proliferating cancer of the mind.

Between Robert Burton and the Nazi who said, "When I hear the word culture, I draw my revolver," stand the great majority of us, ranging all the way from the casual reader who can take his book or let it alone, to the reading enthusiast who knows that books are but a part of life, but would feel a serious void if deprived of them.

I COULD never exercise any Christian charity on that old gander who said, with lardy self-satisfaction, that whenever a new book appeared he reread an old one. What did he do in 1849 when *David Copperfield* was a new book? I don't suppose he paid any attention in 1605 when a grizzled Spanish veteran came out with a tale called *Don Quixote de la Mancha*. And the first time Homer smote 'is bloomin' lyre I imagine our friend was busy scrutinizing the cave drawings of Altamira.

"Old wine, old friends, old books are best," said Hug-the-Hearth, wrapping the mantle of conservatism about the trembling bones of his timidity. This may be so, in a measure, but that is no reason against testing our palate against new wine, our personality against new friends, our mental pliancy against new books. How many males in full possession of their faculties have been put off the quest of novelty by the reflection that to know one woman is to know all?

HOW often have you not fled the biblio-hobbyists who sport a favourite author as they would a favourite flower? The whimsical bores who "know their Alice"—and little else. The Jane-ites, so proud and prejudiced, for whom nothing has happened to the English novel since Miss Austen turned up her genteel toes. The Thackerayans, for whom rereading *The Newcomes* semi-annually is a religious rite. The W. S. Gilbert-quoters, the Moby Dickensians—but why go on? Somerset Maugham puts it mildly, but well: "I know people who read the same book over and over again. It can only be that they read with their eyes and not with their sensibility. It is a mechanical exercise like the Tibetan turning of a prayer-wheel. It is doubtless a harmless occupation, but they are wrong if they think it is an intelligent one."

On the other hand—these matters are always conveniently ambidextrous—he is no less tiresome who "keeps up with the new books" as though current literature were a motor-paced bicycle race. Are they not well worth shunning, those earnest souls to whom reading is a form of

competition, who, on finishing a new publication, feel they have beaten some one or something? Such worship of the book-of-the-day is infantile.

My venerated Columbia professor, Raymond Weaver, whose knowledge and personality are alike classical, is credited with an apposite legend. At a dinner-party one evening, a bright young thing queried, in her most buffed and polished finishing-school voice, "Mr. Weaver, have you read So-and-so's book?" (naming a modish best seller of the moment). Mr. Weaver confessed he had not. "Oh, you'd better hurry up —it's been out over three months!" Mr. Weaver, an impressive gentleman with a voice like a Greek herald, queried, "My dear young lady, have you read Dante's *Divine Comedy*?" "No." "Then you'd better hurry up—it's been out over six hundred years."

There is no reader so parochial as the one who reads none but this morning's books. Books are not rolls, to be devoured only when they are hot and fresh. A good book retains its interior heat and will warm a generation yet unborn. He who confines himself only to to-day's books is more narrowly circumscribed by time than he who reads only yesteryear's. You can be inexorably old-fashioned or perennially up to the minute. In either case you are dated.

WE are driven, then, to the dull, sane conclusion that the proper diet is a mixed one. No special magic virtue inheres in either old or new books. A book may be a "good" book at one stage of your life and a "bad" book at another—and to tell absolutely how "bad" or "good" it is is impossible. The factors that make it good or bad may be nonliterary, matters of accident.

There is the whole question of "mood"—a question so involved that neither psychologists nor literary critics can say anything about it at all convincing. You just happen to pick up a book on Wednesday evening, and it reads well. On Tuesday evening it might have seemed a bore. What factors enter here? Who knows—metabolic rate, what you did at the office during the day, the presence or absence of fatigue, worry.... The fact is that a book, if it has blood in it and is not merely some standard confection, is a living thing. To read a book is to enter into contact with something alive. It is more like talking to a friend than like driving a car. Reading is not an operation performed on something inert, but a relationship entered into with another vital being. At certain times you just "can't stand" anybody—your best friend, your wife or husband; it makes no difference. You don't really know why your mind refuses to touch that of another person, but you know that it does refuse. So is it with books—and that is one reason rereading even the best of books is often a disillusioning procedure.

ARE there any books that the "intelligent reader" can always profitably reread? People like Mortimer J. Adler are certain that there are. He calls them classics, and would base education on them. To a degree he is right. There is a quality of inexhaustibility about some of the great Greeks, for example, that makes them always rereadable in that there are always new insights to be drawn from them. They have also the quality of difficulty (not to be confused with obscurity)—a quality which often helps to keep alive a book that would perish were it simpler. But even these great classics can on occasion be unrereadable.

I do not contest the greatness of Plato, and yet there are certain moods in which I can not read him, moods in which he (or his mouthpiece, Socrates) seems to me a self-satisfied, quibbling, hair-splitting, intellectual snob. And when I feel this way, the page of Plato turns to dust and ashes, and even the *Phaedo* (which I know to be one of the greatest things ever written) seems contrived. No matter how superior the author may be to the reader, there must be a certain harmony between them, or they can not mate. This harmony is elusive, unattainable by mere wishing, a function of mood, whim, perhaps even temperature. I should not be surprised if our reading reactions were in part influenced by the sunspots.

There are certain books that you attempt again and again, and which continue to resist you because you are not ripe for them. During the last twenty years, for instance,
(Continued on page 113)

FUR STOLE... and wool dress
Exciting way to enter autumn.
Silver foxes. Green dress. Green
grosgrain hat. All; Bergdorf Goodman

WOOL DRESS... and fur stole.
Blue foxes coiling around green dress.
New hair-concealing hat of bright
green velvet. All; Milgrim

WOOL DRESS... and fur stole. Safari-brown Alaska Sealskin tucked under belt of brown dress. Big beret of sapphire velvet. All; Saks-Fifth Avenue

FUR STOLE... and wool dress. Opulent stone-marten stole encircling a dress of Botany's black wool, girdled with satin. Russeks

Two memorable berets...one in art, one in real life. One of the great masterpieces of the Bache Collection is this Holbein portrait of a man in a beret. One of to-day's most pictorial hats is this hair-enveloping beret of beige and black felt; Florence Reichman; Marshall Field. Revillon nutria coat. All jewels from Cartier

BERETS..PAST

RAWLINGS

AND PRESENT

Berets—past and present. And there's no time like the present to wear one. Photographed beside Holbein's portrait of Edward VI. (from the Bache Collection), a dramatic beret of American broadtail, clipped with Cartier diamonds, worn with a Persian lamb coat from Jaeckel. Hat; John-Frederics; Neiman-Marcus

JOHN SWOPE

At the stables back of the Saratoga track, Mr. Vanderbilt looks over his horses, which are blanketed in his cerise and white racing colours after their dawn workout

Five A.M. at Saratoga—Mr. Vanderbilt and his trainer meet to watch the workouts. (The grandstand is in the background)

Eight A.M.—Mr. Vanderbilt breakfasts at the track with Mrs. Hopkins Whitney, former wife of his cousin, Mr. C. V. Whitney

SOME OF THE VANDERBILT RACE TROPHIES

Alfred Gwynne Vanderbilt

Racing is his hobby, his business, his life work

PRESIDENT of two big United States tracks—Belmont, on Long Island, and Pimlico, at Baltimore; owner and breeder of many great race horses, twenty-eight-year-old Alfred Gwynne Vanderbilt is one of the most important figures in American racing, and certainly one of the most popular.

His slight, active figure and rather anxious expression are less familiar, perhaps, to the general public than to the men who do the work behind racing—the trainers, jockeys, stable boys and breeders—for his life and his approach to racing are as completely non-amateur as their own. The antithesis of most fans, he doesn't bet, doesn't like to ride, has no pet theories on breeding. After a stint at Yale, a trip around the world, and some big-game hunting in Africa, he settled down to the business of racing as some men do to banking—with the comfortable feeling of starting his life work.

Now, his year follows the racing circuit: winter near the Florida and California tracks; early spring in Maryland for the racing at Pimlico (his horses are bred on a big farm nearby where he has just built a lovely new house); May and June on Long Island for the Belmont and Aqueduct racing; July at Empire City; August in Saratoga; the autumn on Long Island and in Maryland, again.

His Saratoga days are typical of his life. Before dawn, he is out at the track, watching his horses' five A.M. workout. After this, he breakfasts at the track, spends the morning talking to trainers and looking over the horses that will be sold in the night's auction. He lunches at home, promptly at one, does a few sections of jig-saw puzzle, and is back at the track at two-thirty. He is there all afternoon, veering nervously between his box, the betting wickets (a purely academic interest) and the stables. In the evening, he goes to the auctions.

From Saratoga, he often flies to the Adirondacks to visit his mother, Mrs. Margaret Emerson, but he hardly ever spends more than the week-end there. Racing is his interest and his work. And in return for the single-mindedness that he has given it for the last six years, he receives the friendly respect of every one in the United States racing world.

Mrs. Hopkins Whitney watches the race horses being clocked

Noon on Saratoga's main street—Broadway: old, wine-glass elms; old, columned houses

The famous Grand Union Hotel, built just after the Civil War

The queue of racers shies down the shaded entrance to the track

More photographs on the following pages

Alfred Gwynne Vanderbilt (Continued from preceding page)

JOHN SWOPE

The start of a race, seen from the high, grandstand restaurant

The famous Puett starting-gate, first used in California, where they are made; first used here at Saratoga last summer

8:30 P.M.—the Saratoga auctions, where, in thirteen nights last August, 693 yearlings brought $1,189,600

Inspecting one of the horses—Mr. Townsend B. Martin, Mr. Vanderbilt

Leaving Saratoga, Mr. Vanderbilt and two friends take off from Saratoga Lake for a week-end visit to his mother, Mrs. Margaret Emerson

Mr. Vanderbilt reads, all the way up to his mother's Adirondack camp

Mrs. Emerson's big, comfortable house, "Sagamore"—an overgrown, vine-covered log-cabin, built in the style of a Swiss chalet

Beautiful, pine-edged Raquette Lake lies just below the house —and here, for a few days a year, Mr. Vanderbilt sees no horses

With a grey poodle watching, Mr. Vanderbilt fits jig-saw puzzles—one of his few non-racing pastimes. (A table is set up in each of his houses)

KARGER

At an auction on his Maryland stud farm, where all his own horses are sold

Library of Mr. Vanderbilt's house in Worthington Valley, Maryland, decorated by Ruby Ross Wood, with chintz and bottle-green leather walls

Citizens of the

Princess René de Bourbon

H. R. H. Princess René de Bourbon de Parme, formerly the Princess Margrethe of Denmark, is living in New York with her husband and their eighteen-year-old daughter, Anne. Famous for her fine-boned distinction, her flair for hats, she is now associated with Erik, talented young Danish hat designer, in his New York shop

Madame Elsa Schiaparelli, now in New York supervising her perfume business, is to speak in the autumn for the Defense Savings campaign. Her black crêpe dinner-dress with a white wool jacket was made from a Vogue Design by Mrs. Oliver Welch of Denver; won a sewing contest which Schiaparelli judged; was bought by Schiaparelli herself

THREE PHOTOGRAPHS BY HORST

Madame Elsa Schiaparelli

World

LEE MILLER

Mrs. Anthony J. Drexel Biddle, Jr.

Señora Jovita Garcia Mansilla de Bemberg

Mrs. Anthony J. Drexel Biddle, junior, whose husband was Ambassador to Poland at the outbreak of war, has been in Europe all through the present conflict. Now she is in London, where Mr. Biddle is American Ambassador to Poland and Belgium, and Minister to Norway and The Netherlands

Señora Jovita Garcia Mansilla de Bemberg leads Allied War Relief activities in Buenos Aires, where she lives with her husband and two lovely daughters. Brown-eyed, auburn-haired, she is one of the great beauties of the Argentine. Left, she wears a hat and muff of penguin feathers

NOW SHOWING: Soft shoulders, soft colours, and your natural figure. Grey-blue Botany woollen is used in this form-fitting dress and jacket. Study the new sleeves, cut full and free, buttoned in at the wrist. And notice the jewelled studs; the look of it—feminine, but not complex. About $60. De Pinna; J. L. Hudson, Detroit; L. S. Ayres, Indianapolis

New Soft Looks

HORST

for Autumn - 1941

FIRST APPEARANCE: Please your audience this season in this new dress and jacket—for casual autumn days in town, and, later, under your fur coat. It's of Hockanum's warm, light-brown wool, flattered with brown velvet trimming. $45. Brown velvet hat, lace trimmed, $35. Brown calf Koret bag, shirred in the middle, $29.75. Saks-Fifth Avenue

The Next Dance

You will be wearing sleeves, long or short. Full, full skirts— and, of course, Your Prettiest Smile

Angelic dress of white rayon crêpe, prettied up with gold beads, and a fuller-than-full skirt. $19.95. Dance over to Best for this one

Swish black Celanese rayon taffeta dress. It has a skirt which loves to dance, and a band of green taffeta tied around the bosom. Pay to the tune of $17.95. Chez Rosette

VOGUE STUDIOS

You love velveteen. Here it is in a red dinner-suit. Short jacket, slim slit skirt. $25. Worn with a pailletted sweater. Franklin Simon

Sleeves, sleeves—the young, in college and out, like covered arms for dancing. White Jacquard rayon satin dress, full-skirted and tight-waisted. $29.95 at Best

Rustle of swing: blue rayon taffeta top; skirt of black taffeta overplaid with blue and silver. An Eton Jacket (not shown) comes with it. $25. It's at Altman

What every College girl should know

Feet have exams to pass at college, too. Intrust yours to Daniel Greens and you'll be winning top honors morning, afternoon and night. For Daniel Green now makes doggy, sturdy *Outdorables* for campus as well as cute young indoor numbers in the famous *Comfy* line that you need for dressier doings and bedtime wear.

Scan the illustrated foot-notes on this page. They are "prescribed reading" for college entrance requirements this fall. See these and many other styles of Daniel Green's new *Outdorables* and *Comfy* slippers at all the leading shoe stores and departments.

DANIEL GREEN COMPANY, Dolgeville, New York.

DANIEL GREEN
Comfy and Outdorable SLIPPERS

Don't let your figure go to seed!

...keep your chassis streamlined with a Warner's Le Gant! Here's a pantie-girdle that meets all specifications: it's *comfortable*—it controls bulges—the Sta-Up-Top won't flop over at your waistline—it fits your budget, too! *And* the bra is grand with sweaters!

Le Gant pantie-girdles $5 and up
(Warnerettes for as little as $2!)
The bra is only $1!

Write for illustrated booklet "Recipes for Figure Beauty".
The Warner Brothers Company, 200 Madison Avenue, New York, N. Y.
In Canada: Parisian Corset Mfg. Co., Quebec.
*Reg. U. S. Pat. Off. Pat. No. 2,136,742

DISCOVERIES IN BEAUTY

THIS isn't an I. Q. test, a quiz, a mid-term exam—you'll have plenty of those brain-befuddlers later. We ask the questions, true enough, but we answer them, too, and our answers are based on what *you* told *us* in Vogue's cosmetic survey of 170 colleges. We discovered that the cosmetics you prefer must, first of all, be simple and easy to use, complete though compact, amusing if possible, and, of course, always Within The Budget.

So postpone all undue concentration: here is your "what-to-take-back-to-school" list of beauty preparations ready-made!

Q. Is your most troublesome subject an oily skin?

A. We all know that the best attack against an oily or blotchy skin is scrupulous cleansing, but few of us know how to go about it. The basic steps, as outlined in Dorothy Gray's four-item kit, "Pretty Fresh," are as simple as a, b, c. (See it above.) First, there are "Cleansing Grains," an excellent washing preparation to rout out blackheads; a "Salon Cold Cream"; a soothing "Hygienic Paste"; and "Hygienic Lotion" to help hide blemishes until they disappear. (Saks-Fifth Ave.)

Q. Did preparatory work for college give you a good foundation?

A. Or is it one of the things you never knew till now, despite the fact that 62% of girls in our college survey use a foundation?

After you've cleansed your face and wiped off the last vestige of cream, place a little Daggett and Ramsdell's "Perfect Protective Cream" on your forehead, cheeks, the tip of your nose, your chin. Then smooth it carefully over your entire face. You have a base for powder and a protective covering to guard your skin against the elements. (Gimbel's)

Q. Can your nails stand a close examination?

A. They'd better, because you'll find that your classmates represent a very nail-conscious group, as 82% of them use nail polish at least once a week. And flawless nails are worth the extra trouble.

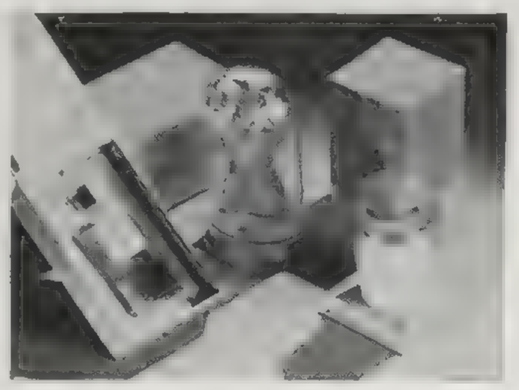
"Wings Away," by La Cross, saves you trouble by including in the kit shown above—polish, base coat, remover, and all the necessary implements. On week-ends or at school, you'll want to keep "Wings Away" at your finger-tips for a minute's-notice manicure. (From Wanamaker's)

Q. Will you brush up on or simply brush off the subject of hair?

A. You'll undoubtedly do a great deal of hair brushing when you see your classmates' shining tresses, as 93% brush *their* hair every day. A Pro-phy-lac-tic "Stranzit Hairbrush" will keep your hair glistening and your scalp healthy. (Lord and Taylor)

Q. Will you breeze through every class?

A. A soft, light scent that lingers, that people associate with You is delightfully refreshing—in or out of classes, as 85% of the college girls will tell you. The makers of the famous "Lili of Bermuda" perfume have created "double-scented" colognes. They are both named "Cottage Garden"—Day and Night Scented, two versions of one aroma. (Marcus and Co.)

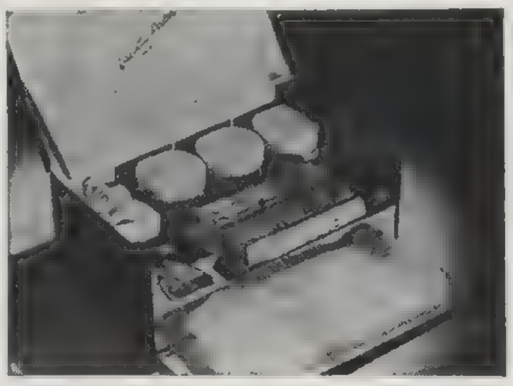


And *after* classes—what? For proms and tea-dances and Senior balls, for all the Very Special occasions, reserve a gay, romantic scent such as Schiaparelli's "Shocking." It's shown above in both perfume and body sachet. There's a refill bottle of perfume with a tiny funnel, so that you won't have to discard the original "dressmaker form" when the first perfume is gone. (Bergdorf Goodman)

Q. Will you major in week-ends?

A. If so, you'll study your face, and you'll find all the answers to the problems that your face presents stowed away in Elizabeth Arden's "Treasure Kit," shown below.

Two shades of powder are included to encourage your experimenting with interesting facial shadows. You can play down your bad features with the darker shade, and high-light your good points with the other. (From Bonwit Teller) (*Continued on page 99*)



VOGUE STUDIOS

The Simple Life in beauty care

NOW—COTY OFFERS YOU STREAMLINED BEAUTY CARE!

The laboratories that have given you such exciting developments as "Air-Spun" Face Powder, now offer a complete new beauty regime! To make your daily care quick, simple, modern, Coty has encompassed basic care within just three preparations! For these preparations Coty promises no miracles . . . makes no exaggerated claims. We offer you the finest of quality that money can buy and leave it to your own good judgment to evaluate the results.

Coty

Visit COTY FIFTH AVENUE
Rockefeller Center, N. Y. C.

FOR YOUR DAILY CARE . . . just three basic preparations: Cleansing Cream at $1; $1.50, $2.50 . . . Skin Freshner at $1, $1.50 . . . Conditioning Cream at $1 and $1.75.

OTHER VALUABLE NEW COTY AIDS: Foundation Lotion $1, $1.50; Eye Cream $1, $1.50; Mascara (three shades—black, blue, brown) $1; Cream Rouge (in shades to harmonize with "Air-Spun" Make-Up) $1; Eye Shadow (five flattering shades) $1.

New! Sub-Tint

An exquisite tinted make-up base that lends your skin the soft mat finish of dewy velvet . . . gives added depth and brilliance to your entire make-up. And—one moment for "Sub-Tint" means *hours more* for your make-up. Light, medium, dark. The colors harmonize with the shades of "Air-Spun" Face Powder . . . $1.

Left: "MIDSHIPMAN"... Tri-tone all wool Jersey with a middy blouse. In Natural, Horse Show Red and Black, also Natural, Golden Sherry and Grid Green, and Sea Grey, Navy and Horse Show Red. Sizes 12 to 18. About $11.00.

Right: "BUCCANEER"... Rib Roy Corduroy accented with hob nail leather buttons. In Oceanic, Golden Sherry, Jewel Blue and Gridiron Rust. Sizes 14 to 20. About $8.00.

Other MARTHA MANNING originals from $4.00 to $13.00 in Misses and "Illusion" half sizes

Write for Full Color Fall Fashion Brochure

MARTHA MANNING, 1629 Washington Ave., St. Louis, Mo.

COURSE IN BELTS

With your tweed skirts—a narrow suède belt in moss-green, new autumn colour, with gold-metal touches. This is from Lord and Taylor

With a natural-colour wool jersey skirt—consider the becoming addition of this wine-colour, braided belt that's made of capeskin. From Stern's

With brown suède shoes and gloves accompanying a gold velveteen dress—this brown suède belt with gilt-barred buckle. From Franklin Simon

With your black background dress—a light green kidskin belt, with conventionalized flowers making the buckle. This belt is from Altman's

With a velveteen suit for tea-dancing, and black accessories—black suède belt with an arrow-shaped gold kid buckle. It's from Saks-Fifth Avenue

• All belts by Schaffer

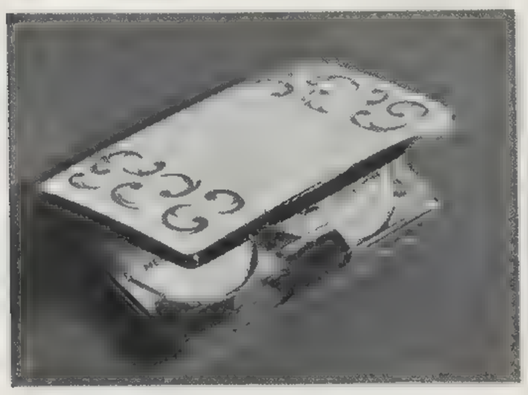
VOGUE STUDIOS

DISCOVERIES IN BEAUTY

Q. Do you know the proper course to take in combating a dry skin?

A. More and more girls of college age have dry skins as an outdoor life and summer's sun and wind take their toll. The makers of Pond's creams, long-established favourites with young girls everywhere, introduce "Dry Skin Cream."

It contains lanolin, the oil that is much like the natural oil of the skin, and it's homogenized. (Take *that* word to school with you!) Homogenizing is a process of pressure-mixing that breaks down the oil globules into the most minute particles, making the cream more readily effective on dry skins. You can leave it on overnight as the oiliness quickly disappears, but the sweet pleasant odour remains. (Macy's)



Q. Will your make-up pass the test of time?

A. The active life of a college campus is not exactly conducive to a make-up's "staying-put." So be on your guard against a shiny nose by keeping Yardley's "Bond Street Double Vanity" close at hand. Its long mirror permits a real scrutiny. (See it above.)

It has rouge and a compartment which you can fill either with your own powder or with a slim disk of cake powder made by Yardley to fit. While this compact is small enough to be whisked out under the nose of The Professor (though we don't advise taking chances), its red, white, blue, and gold case is attractive enough to be flourished as a party best. (Lord and Taylor)

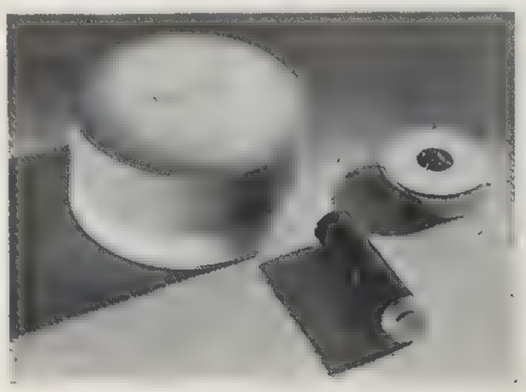
Q. Do gals love gadgets?

A. They do! and Revlon produces one! Here's a brilliant wool scarf of red-and-green plaid, with pockets at either end—one for your own knick-knacks and one filled with polish, remover, a bottle of "Adheron," a tiny orange-stick, an emery-board, and a little roll of cotton.

You'll love it for winter sports when jacket and pants pockets are already stuffed with ski straps, caps, and mittens, and there's no place left for the indispensable lipstick. (Altman)

Q. What's the definition of a "perfect natural?"

A. It's a Something that can't miss scoring a hit. And with 96% of the college girls using face powder, 66% of them using rouge, and all but 1% using lipstick, Tangee's "natural" make-up is predestined to be a success.

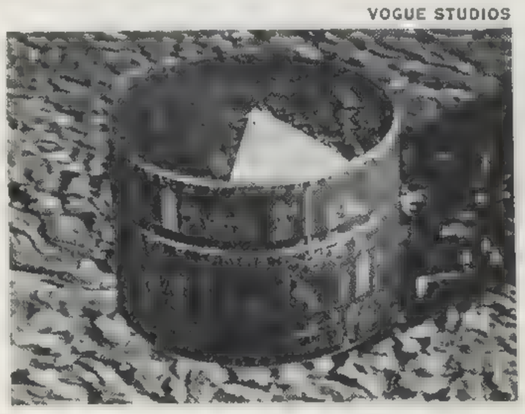


Though you can be a glamorous sophisticate by night, on campus you'll just be You. To keep in character with the first person singular of your dual personality, you'll want a make-up that will let your own unabashed face glow through. Tangee make-up is based on the theory that the orangey-red of the lipstick and rouge will become Your Red when it's on. If you want to be more definite about the final result, try the rouge and lipstick in a true, clear "Red-Red." (Bloomingdale's)

Q. Will a bath powder fit into the college curriculum?

A. Absolutely! Their purpose is quite different from that of colognes. A cologne has a refreshing effect and is excellent for toning the skin, while a bath powder is soothing and smoothing. Its odour becomes more apparent as the heat of the body releases the powder's scent.

VOGUE STUDIOS



After your shower, whether it's early morning or just before bed, the "drying off" is hurried at best, as the line outside "forms to the right." Dust yourself off with Bourjois' "Evening in Paris" bath powder, and you'll slip into your clothes in split-seconds' time. Use with it "Evening in Paris" cologne. It's tucked in the puff's pocket. (From Bloomingdale's)

Q. Is your grade "A" for continued application?

A. 95% of the girls polled have formed the habit of applying a good deodorant daily. A wonderful one for school is "Odorono Cream," so easy to use because it eliminates preparatory fuss or bother. Simply smooth it on after bathing. The new jar, bigger than ever before, promises a long existence on the bathroom shelf. (Altman)

ADD ONE SIMPLE STEP
TO YOUR BEAUTY ROUTINE WITH
Bellin's Wonderstoen
Dry-Method Hair Eraser...Painless...Odorless

For lovely legs gleaming through smart, sheer hose . . . for arms smooth as satin . . . for a gay, young, well-groomed look . . . use the magical rose-tinted disc of WONDERSTOEN that swiftly erases unsightly hairs.++It's safe. It's odorless. It can't burn because it has no acids or irritants. It can't leave a stubble because it doesn't cut the hairs . . . just rubs them off swiftly—painlessly. When they come back . . . a quick once-over with your WONDERSTOEN, and they're gone again in a jiffy!++BELLIN'S WONDERSTOEN isn't new, fastidious women have been using this quick dry-method of erasing hair for more than 30 years. It's the gentlest, pleasantest way to remove hair. And it adds next to nothing to your beauty budget, because a single disc of WONDERSTOEN lasts and lasts for months.

WONDERSTOEN for Arms and Legs $3.00
WONDERSTOEN for the Face $1.25
NEW—For added skin allure after Wonderstoen, use BELLIN'S SKIN LOTION $1.00
On sale at department and drug stores.

Bellin's Wonderstoen Co.
1140 BROADWAY, NEW YORK CITY
Write for fascinating booklet "V"

DOBBS

DOBBS' Number One scoop for Fall... tricornes! Young enough for the school and college crowd... so smart everybody will wear them! CLASSMATE, worn 'way back on your head, introduces the tricorne brim. WALKING OUT features the tricorne crown and a kettle-edge brim. Both stunning in campus colors. DOBBS-sized to your head.

* Design patent applied for - Copyright, 1941, Dobbs & Company, Incorporated

DOBBS HATS

park avenue at 53rd street

AND AT FINE STORES EVERYWHERE

COLLEGE CLOTHES ARE HERE

FOLLOWING IS A LIST OF SHOPS THROUGHOUT THE COUNTRY WHERE YOU MAY FIND A REPRESENTATIVE COLLECTION OF THE COLLEGE CLOTHES SHOWN ON PAGES 42-67.

ABILENE, TEXAS	ERNEST GRISSOM, INC.
ALBANY, NEW YORK	HONIGSBAUM'S
ALLENTOWN, PENNSYLVANIA	H. LEH & COMPANY
ANN ARBOR, MICHIGAN	GOODYEAR'S
APPLETON, WISCONSIN	THE PETTIBONE PEABODY CO.
ASHEVILLE, NORTH CAROLINA	JEAN WEST
ATLANTA, GEORGIA	DAVISON-PAXON COMPANY
AUSTIN, TEXAS	T. H. WILLIAMS & COMPANY
BAKERSFIELD, CALIFORNIA	HARRY COFFEE
BALTIMORE, MARYLAND	O'NEILL & COMPANY
BARTLESVILLE, OKLAHOMA	MONTALDO'S
BELOIT, WISCONSIN	E. L. CHESTER CO.
BIRMINGHAM, ALABAMA	BLACH'S
BISMARCK, NORTH DAKOTA	ROSE SHOPS, INC.
BOISE, IDAHO	C. C. ANDERSON STORES CO.
BOSTON, MASSACHUSETTS	JAYS
BRIDGEPORT, CONNECTICUT	THE D. M. READ COMPANY
BUFFALO, NEW YORK	L. L. BERGER, INC.
CHARLOTTE, NORTH CAROLINA	J. B. IVEY & COMPANY
CHARLOTTESVILLE, VIRGINIA	BARBARA ROSSER, COSTUMES
CHATTANOOGA, TENNESSEE	PICKETT'S
CHICAGO, ILLINOIS	WEATHERED MISSES' SHOP
CINCINNATI, OHIO	MABLEY & CAREW CO.
CLARKSBURG, WEST VIRGINIA	BROIDA'S, INC.
CLEVELAND, OHIO	THE LINDNER CY.
COLUMBIA, MISSOURI	CAMPUS SHOP
COLUMBUS, OHIO	MONTALDO'S
DALLAS, TEXAS	NEIMAN-MARCUS
DAVENPORT, IOWA	M. L. PARKER COMPANY
DAYTON, OHIO	BILLY LEWIS, INC.
DENTON, TEXAS	H. M. RUSSELL & SONS CO.
DENVER, COLORADO	THE DANIELS & FISHER STORES CO.
DETROIT, MICHIGAN	HIMELHOCH BROTHERS & COMPANY
EASTON, PENNSYLVANIA	H. B. SIGAL & SONS
EL PASO, TEXAS	POPULAR DRY GOODS CO., INC.
FALL RIVER, MASSACHUSETTS	HOUSE OF FASHION, INC.
FLINT, MICHIGAN	HERBERT N. BUSH, INC.
FORT WORTH, TEXAS	THE FAIR
FRESNO, CALIFORNIA	HARRY COFFEE
GRAND RAPIDS, MICHIGAN	THE STRAUSS SHOP
GREENSBORO, NORTH CAROLINA	MEYER'S
GREENSBURG, PENNSYLVANIA	ROYER'S
GREENVILLE, SOUTH CAROLINA	MEYERS-ARNOLD CO.
HARTFORD, CONNECTICUT	BETTY'S, INC.
HAZLETON, PENNSYLVANIA	WEARS, INC.
HONOLULU, T. H.	M. McINERNY, LTD.
HOUSTON, TEXAS	THE FASHION
HUNTINGTON, WEST VIRGINIA	MARION BIERN, INC.
HUTCHINSON, KANSAS	PEGUES-WRIGHT CO.
JACKSON, MICHIGAN	THE ELAINE SHOP
JACKSONVILLE, FLORIDA	COHEN BROTHERS
KALAMAZOO, MICHIGAN	GILMORE BROTHERS
KANSAS CITY, MISSOURI	EMERY, BIRD, THAYER
LEXINGTON, KENTUCKY	LOOM AND NEEDLE
LINCOLN, NEBRASKA	MILLER & PAINE
LOS ANGELES, CALIFORNIA	J. W. ROBINSON CO.
LOUISVILLE, KENTUCKY	THE STEWART DRY GOODS CO., INC.
MADISON, WISCONSIN	HARRY S. MANCHESTER, INC.
McKEESPORT, PENNSYLVANIA	KATZMAN'S
MERIDIAN, MISSISSIPPI	THE LIBERTY SHOPS
MILWAUKEE, WISCONSIN	T. A. CHAPMAN COMPANY
MINNEAPOLIS, MINNESOTA	THE YOUNG-QUINLAN CO.
MONTREAL, CANADA	HENRY MORGAN & CO. LIMITED
NEWARK, NEW JERSEY	KRESGE DEPARTMENT STORE
NEW ORLEANS, LOUISIANA	D. H. HOLMES COMPANY, LTD.
NORFOLK, VIRGINIA	THE HOUSE OF ARTHER MORRIS

COLLEGE CLOTHES ARE HERE

(Continued from page 100)

OKLAHOMA CITY, OKLAHOMA	KERR'S
ORLANDO, FLORIDA	DICKSON-IVES COMPANY
PARKERSBURG, WEST VIRGINIA	BROIDA'S, INC.
PASADENA, CALIFORNIA	MYRTLE VENCIL
PHILADELPHIA, PENNSYLVANIA	DEWEES
PHOENIX, ARIZONA	KORRICKS'
PITTSBURGH, PENNSYLVANIA	DAVID, INC.
PORTLAND, OREGON	MEIER & FRANK COMPANY, INC.
RACINE, WISCONSIN	ZAHN DRY GOODS CO.
READING, PENNSYLVANIA	POMEROY'S, INC.
RICHMOND, VIRGINIA	MILLER AND RHOADS, INC.
ROANOKE, VIRGINIA	S. H. HEIRONIMUS COMPANY, INC.
ROCHESTER, NEW YORK	McCURDY'S
RUTLAND, VERMONT	VOGUE SHOP
SACRAMENTO, CALIFORNIA	BON MARCHÉ
ST. LOUIS, MISSOURI	SCRUGGS-VANDERVOORT-BARNEY, INC.
ST. PAUL, MINNESOTA	FRANK MURPHY
SALT LAKE CITY, UTAH	MAKOFF
SAN ANTONIO, TEXAS	FROST BROS.
SAN FRANCISCO, CALIFORNIA	NELLY GAFFNEY, INC.
SAVANNAH, GEORGIA	LEOPOLD ADLER CO.
SCHENECTADY, NEW YORK	H. S. BARNEY CO.
SCRANTON, PENNSYLVANIA	THE HEINZ STORE
SEATTLE, WASHINGTON	BEST'S APPAREL
SHREVEPORT, LOUISIANA	THE FASHION
SOUTH BEND, INDIANA	GEORGE WYMAN & CO.
SPRINGFIELD, ILLINOIS	THE JOHN BRESSMER CO.
STOCKTON, CALIFORNIA	STOCKTON DRY GOODS COMPANY
TACOMA, WASHINGTON	COUZENS
TAMPA, FLORIDA	MAAS BROTHERS
TOLEDO, OHIO	THE GILLESPIE SHOP
TULSA, OKLAHOMA	SEIDENBACH'S
UTICA, NEW YORK	THE LITTLE SHOP
WASHINGTON, D. C.	FRANK R. JELLEFF, INC.
WASHINGTON, PENNSYLVANIA	HAL LEWIS
WATERBURY, CONNECTICUT	FORESTER, INCORPORATED
WHEELING, WEST VIRGINIA	HAL LEWIS
WICHITA FALLS, TEXAS	W. B. McCLURKAN & CO., INC.
WILKES-BARRE, PENNSYLVANIA	BEVERLY SHOP
WILMINGTON, DELAWARE	BIRD-SPEAKMAN, INC.
WINSTON-SALEM, NORTH CAROLINA	MONTALDO'S
WORCESTER, MASSACHUSETTS	RICHARD HEALY CO.

BEAUTY—A SNAP COURSE

(Continued from page 74)

If your brows are well-shaped, but pale, you might touch them up with pencil. But if they're pale and rather scattered, too, try touching them up with flicks of a moist mascara brush.

Your hands: nails as hard as nails

One big part of taking care of your nails is to let them alone six days in the week...then manicure them on the seventh. In between, don't be nibbling and filing them. When they get too long, *clip* off the ends and round them just a little. Let the corners grow out; that's your best protection against breakage. Remember, too, that the better your polish is put on in the first place, the less chance of your hankering to pick it off.

Don't cut your cuticles; push them back with a towel while the skin is moist. (Or use cuticle remover.) Clean under your nails with a soft brush, never a metal scraper. Use a foundation coat of clear white polish, then two coats of coloured, for maximum staying power.

And don't be ashamed to go to bed with creamed hands in cotton gloves on Thursday nights, to make your hands beautiful for the week-end.

SCULLY SUEDES... a California fashion the whole world loves...with a flair for simplicity, a feeling for color. Youthful suede jumper shown comes in exquisite fall tones of green, brown and blue...$35.00 (shirt extra). Matching hat, gloves, purse also available.

Los Angeles

BULLOCK'S WILSHIRE

Botany Lanolin
REG. U. S. PAT. OFF.

HELPS MAINTAIN OIL-BALANCE

Give your skin the benefit of the energizing, rich lubricating oils in Botany Lanolin Beauty Aids. Tired, dry skins drink in its vitalizing properties—for oil is to the skin what rain is to the flowers in your garden. The unusual softening, soothing and penetrating qualities of lanolin have established this wonderful ingredient as the most effective skin conditioner known to science.

As a daily cleanser, lubricator and protective powder base, you'll want Botany Lanolin Triple-Action Cream. ($1 and $1.75.) For unusually dry or chapped skins and for your semi-weekly massage, you'll need the extra rich Botany Lanolin Formula 70. ($1.25 and $2.) For those who enjoy the refreshing cleanliness of soap and water scrubbing, there's Botany Lanolin Superfatted Soap. (3 cakes for 50¢.) Botany Pure Lanolin available in tubes at 25¢.

Send for Botany Travel Kit and "Feel the Difference" in Botany Lanolin Beauty Aids. (Enclose 10¢ to cover handling.)

BOTANY DISTRIBUTORS, PASSAIC, N. J. DEPT. 89
Enclosed find 10¢ to cover handling costs for which send sample Travel Kit containing Botany Lanolin Aids to Loveliness.

NAME .....

ADDRESS .....

.....

COLLEGE RELAXATION

• Left: Kelly-green plaid wool house-coat. See its dolman sleeves, zippered fly-front, convertible neck-line. Perfect to take away week-ends. $19.95. Altman.
• Right: Quilted chintz robe—tiny roses on a clear yellow background. See its snug sleeves, full skirt. $6.95. And there are even mules to match it; $3.95. All; Saks-Fifth Avenue

• Left: Bright red flannel robe, neatly tailored, bound with white grosgrain. It could take you straight through four years of dormitory lounging. $16.95. Best.
• Centre: White Kenwood-blanket wool, superbly warm, washable, and soft as a baby lamb. It's bound and sashed with pale blue satin. $19.95. Lord and Taylor.
• Right: Pale blue and bright red plaid wool house-coat. See its buttoned shirt-waist top, zipper from waist to hem, slim long sleeves, and tailored belt. $10.95. From Altman

... and they're all

Cottons for College

Costumes shown on opposite page available in stores listed below.

Raincoat

Atlanta, Georgia ..... Rich's, Inc.
Baltimore, Maryland ..... Hutzler Bros. Co.
Birmingham, Alabama ..... Loveman, Joseph & Loeb
Boston, Massachusetts ..... Jays
Chicago, Illinois ..... Marshall Field & Co
Cleveland ..... Halle Bros.
Columbus, Ohio ..... F. & R. Lazarus Co.
Dallas, Texas ..... Neiman-Marcus
Dayton, Ohio ..... Rike-Kumler Co.
Detroit, Michigan ..... J. L. Hudson Co.
Hartford, Connecticut ..... G. Fox Company
Indianapolis, Indiana ..... L. S. Ayres & Co.
Los Angeles, California ..... Bullock's-Wilshire
Louisville, Kentucky ..... Stewart Dry Goods Co.
Miami, Florida ..... Burdine's Inc.
Minneapolis, Minnesota ..... Dayton Company
New Orleans, Louisiana ..... D. H. Holmes Co., Ltd.
New York, New York ..... Lord & Taylor
Philadelphia, Pennsylvania ..... Strawbridge & Clothier
Pittsburgh, Pennsylvania ..... Kaufmann's
Rochester, New York ..... B. Forman Co.
St. Louis, Missouri ..... Stix, Baer & Fuller Co.
San Francisco, California ..... The Emporium
Washington, D. C. ..... Woodward & Lothrop

Corduroy Suit

Beverly Hills, California ..... Saks Fifth Avenue
Buffalo, New York ..... L. L. Berger, Inc.
Chicago, Illinois ..... Saks Fifth Avenue
Dallas, Texas ..... Neiman-Marcus
Detroit, Michigan ..... Saks Fifth Avenue
Hartford, Connecticut ..... G. Fox & Co.
Houston, Texas ..... The Fashion
Los Angeles, California ..... Bullock's-Wilshire
New York, New York ..... Saks Fifth Avenue
Oakland, California ..... Earl R. Lindburg Co.
Palo Alto, California ..... Caroline Kelsey
Philadelphia, Pennsylvania ..... The Blum Store
San Francisco, California ..... Caroline Kelsey
San Francisco, California ..... Ransohoff's
Seattle, Washington ..... Best's Apparel

Slack Suit

Abilene, Texas ..... Ernest Grissom, Inc.
Boston, Massachusetts ..... Jays
Chicago, Illinois ..... Weathered Misses' Shop
Cincinnati, Ohio ..... Mabley & Carew
Denver, Colorado ..... Daniels & Fisher Stores Co.
Fort Worth, Texas ..... The Fair
Los Angeles, California ..... J. W. Robinson Co.
Minneapolis, Minnesota ..... The Young-Quinlan Co.
New Orleans, Louisiana ..... D. H. Holmes Co., Ltd.
Oklahoma City, Oklahoma ..... Kerr's
Orlando, Florida ..... Dickson-Ives Co.
Philadelphia, Pennsylvania ..... B. F. Dewees
St. Louis, Missouri ..... Scruggs-Vandervoort-Barney
Washington, Pennsylvania ..... Hal Lewis
Wheeling, West Virginia ..... Hal Lewis

Blouse

Atlanta, Georgia ..... Rich's, Inc.
Boston, Massachusetts ..... Jordan Marsh Co.
Chicago, Illinois ..... Marshall Field & Co.
Cleveland, Ohio ..... Halle Brothers
Columbus, Ohio ..... F. & R. Lazarus & Co.
Dallas, Texas ..... Neiman-Marcus
Detroit, Michigan ..... J. L. Hudson Co.
Indianapolis, Indiana ..... Wm. H. Block & Co.
Los Angeles, California ..... Bullock's-Wilshire
Minneapolis, Minnesota ..... Dayton Company
New York, New York ..... B. Altman & Co.
Pittsburgh, Pennsylvania ..... Kaufmann's
Portland, Oregon ..... Meier & Frank Co.
Washington, D. C. ..... Woodward & Lothrop

Evening Dress

Atlanta, Georgia ..... Rich's, Inc.
Austin, Texas ..... E. M. Scarbrough & Sons
Chicago, Illinois ..... Mandel Bros.
Cincinnati, Ohio ..... Mabley & Carew Co.
Columbus, Ohio ..... The Fashion
Dallas, Texas ..... A. Harris & Co.
Denver, Colorado ..... Denver Dry Goods Co.
El Paso, Texas ..... Popular Dry Goods Co.
Houston, Texas ..... Foley Dry Goods Co.
Indianapolis, Indiana ..... L. S. Ayres & Co.
Kansas City, Missouri ..... Harzfeld's, Inc.
Memphis, Tennessee ..... J. Goldsmith & Sons
New York, New York ..... Arnold Constable
Oklahoma City, Oklahoma ..... John A. Brown Co.
San Francisco, California ..... O'Connor, Moffatt & Co.
Pittsburgh, Pennsylvania ..... Gimbel Brothers
Seattle, Washington ..... Best's Apparel
Washington, D. C. ..... Woodward & Lothrop

Velveteen Suit

Baltimore, Maryland ..... Schleisner Co.
Boston, Massachusetts ..... Jays
Chicago, Illinois ..... Leschin, Inc.
Cincinnati, Ohio ..... Henry Harris Co.
Detroit, Michigan ..... B. Siegel & Co.
Hartford, Connecticut ..... G. Fox & Co.
Indianapolis, Indiana ..... Wm. H. Block Co.
Kansas City, Missouri ..... Cricket West
Lexington, Kentucky ..... Four Seasons
Los Angeles, California ..... Myer Siegel
Milwaukee, Wisconsin ..... Smartwear-Emma Lange
New York, New York ..... Mary Lewis
Phoenix, Arizona ..... Korricks'
St. Louis, Missouri ..... Boyd's
San Francisco, California ..... H. Liebes & Co.
Springfield, Massachusetts ..... Forbes & Wallace
Tucson, Arizona ..... Levy Bros.
Washington, D. C. ..... Raleigh Haberdashers

... and they're all Cottons for College

Stores where costumes may be purchased are listed on opposite page.

It's a cotton connivance all around the clock to make you pretty as well as witty. On campus and prom floor, from that first eight o'clock lab to the last hamburger stand, cottons have matriculated into the First Fashion class . . . you can see for yourself there isn't a trick of line or cut, a single belle-making strategy they've missed out on.

1. Cravenetted cotton gabardine Harris raincoat. $12.50.
2. Beige corduroy jacket, $10.95. Skirt, $7.95. Slacks, $7.95. Jaunty Club. Debcraft cotton broadcloth shirt, $3.00.
3. Black velveteen with crisp cotton lace. American Deb. $19.75. Red velveteen suit, Sports Vogue, $19.95. Suzy hat, $5.00.

NATIONAL COTTON COUNCIL OF AMERICA
THE COTTON-TEXTILE INSTITUTE, INC.

SWITCH TO CARTER

...and look smarter!

DRAMA NET MODELS
(*top left*) GIRDLE (G164). Inch sizes 25-31. Nude, white. (*top right*) PANTIE (P163). With Ovalette crotch. Inch sizes 25-31. Nude, white. (*bottom*) COMPLETE (F165). Inch sizes 32-38. Nude, white. (*not shown*) COMPLETE (F80) and COMPLETE (F90).

CARTER'S will get you in shape quicker than you can say Fort Benning! With sleek freedom . . . with a light touch but a sure one . . . they'll trim your lines and tame your capricious curves. So forward march to your favorite store. And don't give a thought to your special figure problem. They'll have Carter's to correct hips, thighs, derrieres, diaphragms, waists or tummies with wayward ways. (If you have a young figure—whether you're 16 or 60—you can count on Carter's.) In many weights, styles, fabrics. Inexpensive, too. $1.50 to $12.50.

Carter's FOUNDATIONS

The William Carter Co., New York, Chicago, San Francisco. Home Executive Offices: Needham Heights, Mass.

GLORIA SWANSON

(Continued from page 79)

jaw and a nose he strongly advocated amputating.") Quickly De Mille turned her into a clothes-horse.

Knowing that mainly by eccentricity could she compel notice in a world of wise exhibitionists, Miss Swanson wrapped herself in tight and violent dresses, ornaments bunched on the crag of her hips. She did not care that the elaborate fashionings of her hair were copied by hash-house waitresses. With her exaggerated curving posture, her Illinois twang, her gamin toughness, the movie magazines posed her as the smartest-dressed woman in Hollywood. She loved it.

But Gloria Swanson was ambitious. She began to discard the attitudes which had made her the great example of movie exploitation. Lessons improved her carriage, gave finish to her enunciation. And then her moment of triumph came at a dinner in New York, given by the officials of Paramount when she returned from Europe with two scoops—her film, "Madame Sans Gêne" (1925), in which she wore her hair twisted like a bandeau, and her new husband, a gentle, charming nobleman. After the usual publicity spasms of superlatives, the daughter of Captain Joseph Swanson, U. S. A., and the former wife of actor Wallace Beery, and of businessman Herbert Somborn, stood up in front of the guests, fifty paunchy, bald-headed men who remembered only too well a hard-faced Sennett bathing girl and a spit-curled De Mille vamp. They saw a formal, cool woman, the Marquise de la Falaise de la Coudraye, magnificent in her re-creation of Gloria Swanson.

Any critical summation of her art has always been effectively stopped after the statement that she was good in "The Humming Bird" (1924) and in "Manhandled" (1924). But whether she came forth slinking as in "Bluebeard's Eighth Wife" (1923), or charming and gay as in "Zaza" (1923), Swanson as a personality had a drawing power of such suction that it whirlpooled her into the fabulous position of an actress who bought considerably into the famous United Artists Corporation. (No actress now has such suction.) Into whatever phase of the business the fist of United Artists poked, she poked also. For she was then an equal owner with Charles Chaplin, Mary Pickford, Douglas Fairbanks, Joseph M. Schenck, and D. W. Griffith. This woman who sometimes had a definite hatred for the movies, an unhappy, miserable feeling that the whole job is just hard work, had movie business to do as well as acting.

Alone she persuaded Wall Street bankers to finance her unit, Gloria Swanson, Inc., to the extent of $1,200,000, taking as consideration her box-office record and her insurance policies of several million dollars. The first of her movies then was "The Loves of Sonya" (1927), a miserable flop, but her second, "Sadie Thompson," made in 1928, was a wild success. (Will Hays had told her that she could not film "Rain," but when Miss Swanson told him about Sadie Thompson, she forgot to mention that Sadie was the chief character of "Rain." It all passed quietly.)

In those handsome, extravagant days, Miss Swanson had to make at least $10,000 a month for her living expenses. She had an enormous penthouse in New York, a Hollywood house, a Croton country place. Tied to her were her four secretaries, her press agent, her vice-president, her production manager, her scenario manager.

Hers was a mad, chaotic organization, set into the tumultuous life of a woman whose temperamental sympathies were fluid, running in channels dammed by her assistants. Everyone and everything influenced her. She listened and wept. She hired and fired, shot situations that she never used, ordered sets and countermanded the orders, announced that she refused to be bothered by details and then insisted on licking every stamp for her fan mail.

But in time as her box-office record went down, the waves stopped engulfing her. Life grew quieter, more relaxing. She made "The Trespasser" in 1929, a (Continued on page 111)

HAND-OUTS AT COLLEGE

Ginger-colour pigskin —for a short, strictly tailored glove, with a notched seam. Good with tweeds. By Daniel Hays. At Bloomingdale

Natural-colour string—for this classic glove that's lined warmly with wool. Nice for horse-back riding. A Fownes glove. It's from Altman

Furry lambskin back, red capeskin palm—these mittens will keep you warm on campus, skiing, or skating. By Fownes; from Altman

Natural-colour buck-skin slip-on—adapted from a regulation Army officer's glove. Designed by Eisendrath. Saks-Thirty-fourth Street

VOGUE STUDIOS

Brown suède hand-sewn slip-on—it goes for week-ends in town, and tea-dancing. Fine with beige, red, green. Superb glove; Macy's

IT'S OFFICIAL

Uniform dress with officer's epaulets, bright eagle buttons, action pleats and sleeves. A sure hit for the home front or college. In wool-with-rayon flannel that drapes and tailors mannishly. Khaki, R. A. F. Blue, Liberty Red and Field Green. And only about ***$10.***

Ann Foster

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860 SOUTH LOS ANGELES STREET, LOS ANGELES

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Born flatterers of your Fall and Winter Costumes are Claussner's "Campus Colors." Hosiery shades at the head of the class for smartness. As well made and durable as they are exquisitely sheer and beautiful. Properly proportioned in foot size and leg length. At better stores and shops everywhere.

Claussner's SILK, 79c to $1.35
Claussner's NYLON, $1.35, $1.50, $1.65

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IN FOOT SIZE AND LEG LENGTH

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* KLEER-SHEER
Exquisite HOSIERY
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WEAR-SEALED
For Those Who Like the Finest

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INCORPORATED
MILLS AND GENERAL OFFICES · · · PADUCAH, KY.

WOOL-GATHERING AT COLLEGE

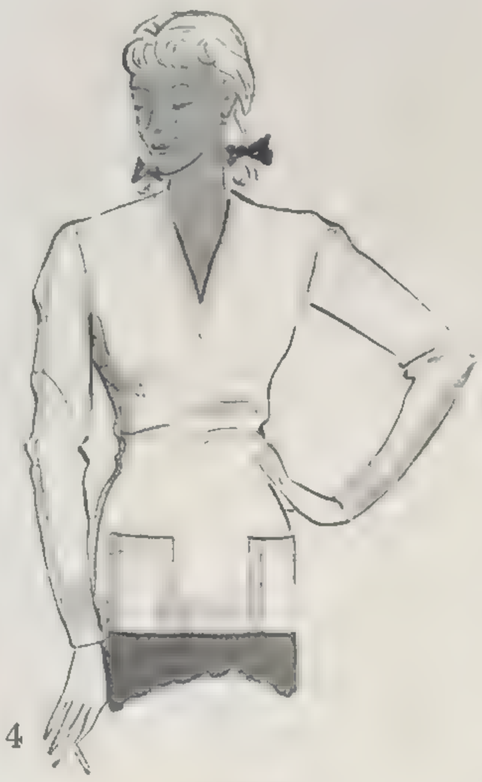
1

2

A universal extra-curricular activity: sweater-collecting. Here—and on page 110—some to choose from.

1. Turn-down collar on a dark green sweater by Helen Harper. $2.77. Macy's
2. Draw-string neck, dropped shoulders on this plum-colour sweater of China lamb's-wool. $2.98. Arnold Constable
3. Classic cardigan and pull-over of red Shetland blend. By Lampl. About $3 each

3



4

4. Copied from your brother—extra-long, V-neck pull-over of bright yellow wool. $2.98. Bloomingdale
5. Small yoke of a different stitch on this classic brown cardigan and pull-over of wool and rabbit's-hair. Under $4 and $3. McCreery
6. Short dolman sleeves and a rounded shoulder-line on pale blue cardigan of rabbit's-hair blend. Helen Harper design; $2.98. At Arnold Constable

5

6

THE WOMEN OF THE R.A.F.

(Continued from page 72)

the cottages that were built in peacetime for married officers, or, if these have been damaged by too much attention from the enemy, in emergency dormitories in what was once a drawing-room. Wherever it may be, they are each given a space about six by ten feet as their own private world. They get about four-fifths of the food ration that a man gets who is doing the same work, but they get more linen, more blankets, and, to some small degree, more comforts than the men.

Like the "Waafs," the "Ata-girls" (the Women's Section of the Air Transport Auxiliary) work on an entirely equal basis with the men. These are the women pilots who ferry airplanes from factory to fighter station, from station to maintenance unit. When the war first started, there were only eight "Ata-girls." Now, under their brilliant leader, Miss Pauline Gower, there are about fifty of them, and the men of the A.T.A., who call themselves the "Ancient and Tattered Airmen," wish there were more. Like the "Waafs," the "Ata-girls" wear the same uniform as the men—or a skirted version of it, with the same insignia. So far, they have limited their work to the planes of lesser dignity and power than the Hurricanes and Spitfires, but they run the same dangers—the danger of getting entangled in a balloon barrage, the chance of meeting a stray Dornier or Messerschmidt. They don't think of themselves as heroines, nor does any one else in England.

Of course, there was a lot more than this to learn, and I learned some of it: important, but rather dry details of organization and supply, statistics on subjects ranging from food to the efficiency rating of the "Ata" air-taxis, which, with commuter regularity, run from one fighter station to another. But most of all, I learned from this unified nation what women can do in their country's defense, not only in the field of morale, not only in nursing, but, literally, in the mechanics of war.

60-INCH KNOTTED ROPES OF

Marvella simulated pearls

—nature-dipped

Two of these magnificent ropes make a complete pearl wardrobe. Wear them a dozen different ways...Vogue even recommends using them as a girdle (June 15). Big and important looking, yet they're featherweight and unbreakable. All handknotted. Unbelievably lustrous, because of Marvella's exclusive nature-dipped process.

$5 each

Look for this tag at better stores everywhere or write to

WEINREICH BROS. CO. • 383 FIFTH AVE. • NEW YORK

Left to Right

CRUISE & TRAVEL* I
Dark Colors $8.95

FIFTH AVENUE* I
Dark Colors $7.95

CONTINENTAL* I
Dark Colors $10.95

VOYAGEUR* I
Dark Colors $12.95

(DES. PAT. PEND.)

Light Colors Slightly Higher

Every well-dressed woman needs at least one good Knox-Tailored Hat each season!

*Trade Mark

AT BETTER STORES EVERYWHERE AND KNOX the HATTER FIFTH AVENUE, NEW YORK

NOW, IT'S
Bridle Calf
IN WALKING SHOES
BY HILL AND DALE

. . . from Maryland, where horses are swift and fine leathers a tradition . . . comes "Bridle Calf", soft, mellow and hand-rubbed.

Hand waxed, with harness stitching, here's chestnut bridle calf in a walking shoe—gone military.

Oxford in bridle calf, with a rawhide lacing. Notched heel, squared toe, harness stitching.

This step-in you'll wear with everything. It's bridle calf, soft and mellow, with built-up leather heel.

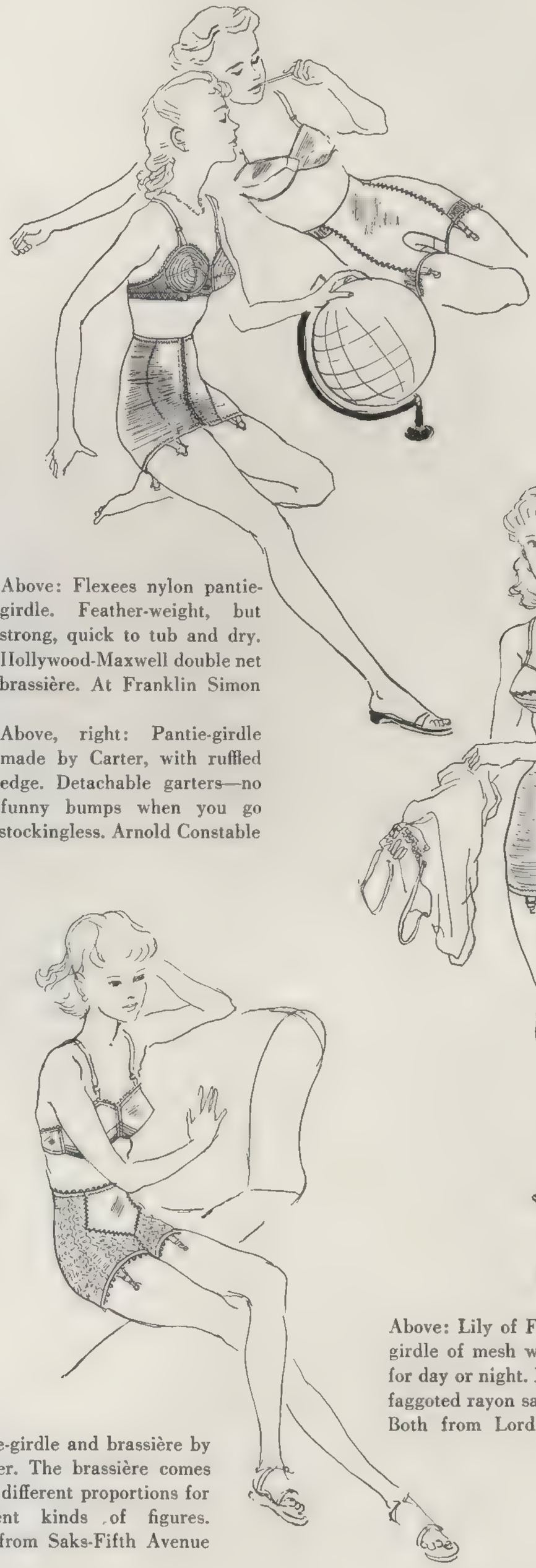
HILL AND DALE SHOES TRADE MARK

Hill and Dale shoes, priced from $8.75 to $10, are sold by good stores everywhere. For their names write Dixon-Bartlett Co., Baltimore, Md.

UNDERGRADUATE

Two pantie-girdles apiece—that's what some 79 per cent. of our college seniors average. Maybe you'll want even more. So we show you six to choose from...and some girdles and an all-in-one to supplement them with.

They're practically lighter-than-air, about as easy to wash as your stockings. And we chose them at your prices, too —only one reaches the still-not-exorbitant price of $7.50.



Above: Flexees nylon pantie-girdle. Feather-weight, but strong, quick to tub and dry. Hollywood-Maxwell double net brassière. At Franklin Simon

Above, right: Pantie-girdle made by Carter, with ruffled edge. Detachable garters—no funny bumps when you go stockingless. Arnold Constable

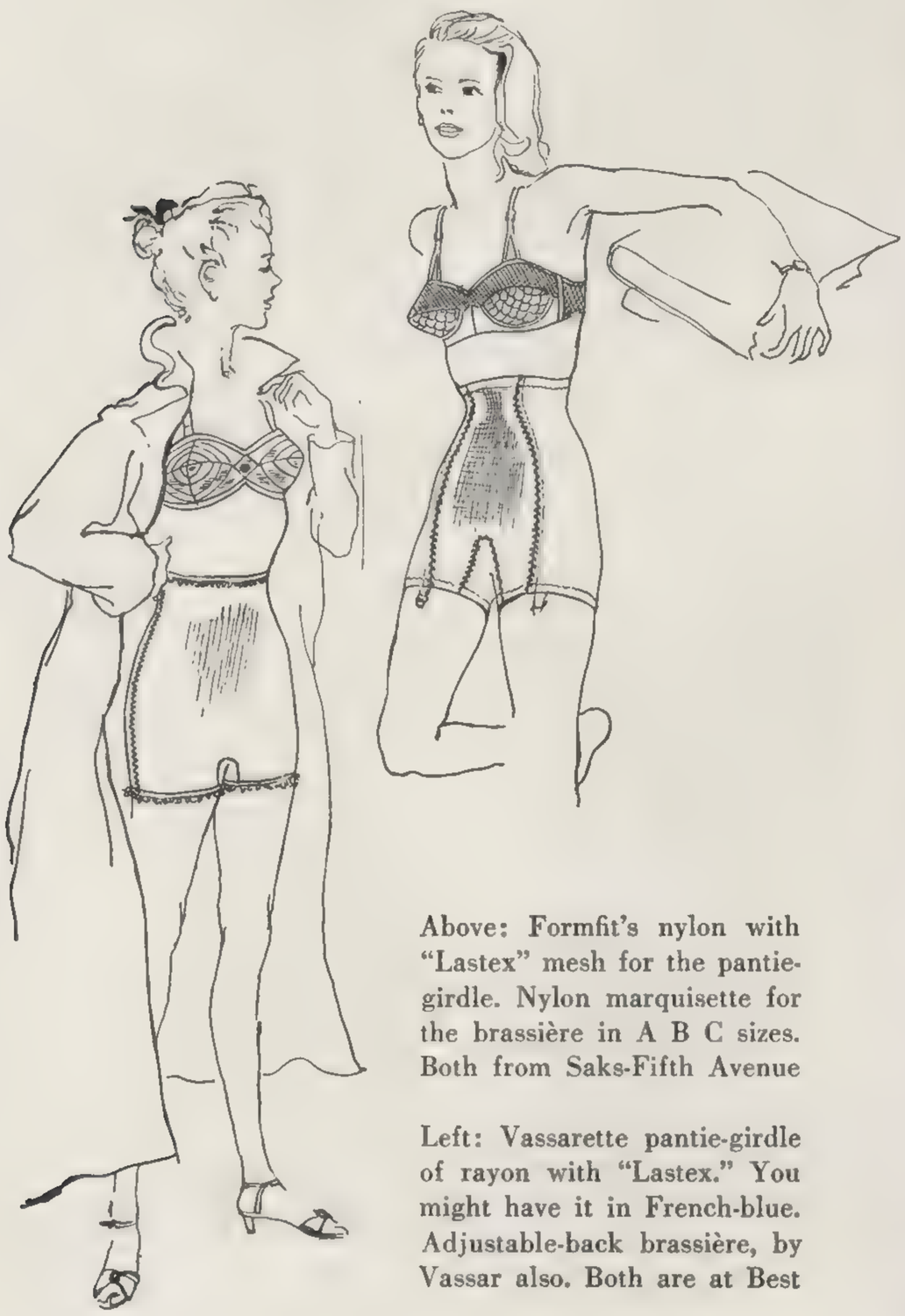
Above: Lily of France pantie-girdle of mesh with "Lastex," for day or night. Maiden Form faggoted rayon satin brassière. Both from Lord and Taylor

Pantie-girdle and brassière by Warner. The brassière comes in all different proportions for different kinds of figures. Both from Saks-Fifth Avenue

FIGURE-WORK

Above: Another duo made by Warner. The girdle curves high in front—to give you lots of freedom. It has that Magic Rib to keep it in place. At Altman

Right: Vassarette all-in-one for sleek lines under evening dresses or torso-hugging day dresses. Low back, full-fashioned top. Lord and Taylor



Above: Formfit's nylon with "Lastex" mesh for the pantie-girdle. Nylon marquisette for the brassière in A B C sizes. Both from Saks-Fifth Avenue

Left: Vassarette pantie-girdle of rayon with "Lastex." You might have it in French-blue. Adjustable-back brassière, by Vassar also. Both are at Best

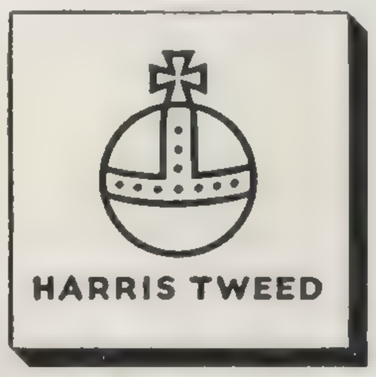
ORIGINAL
Queen Frocks
Traditional elegance for Autumn in Stehli's Duberree, a rayon crepe woven with Celanese* yarn. Softly draped shoulder detail... new, hip-whittling apron effect... about 30.00
available in fine stores—for the store in your city write
QUEEN DRESS COMPANY • MILWAUKEE, WIS.
*REG. U.S. PAT. OFF.

Hand-woven Harris

There's an atmosphere, a distinction, a style and quality about hand-woven Harris Tweed which shows that the garment has been chosen by a person of good taste.

The trade mark on the cloth and the label on the garment guarantee your Harris Tweed to be 100% pure virgin Scottish wool, woven on hand-looms at the homes of the Islanders of the Outer Hebrides—in other words, 'the real thing'.

For all but the most formal occasions there's a Harris Tweed to meet your need.



HARRIS TWEED

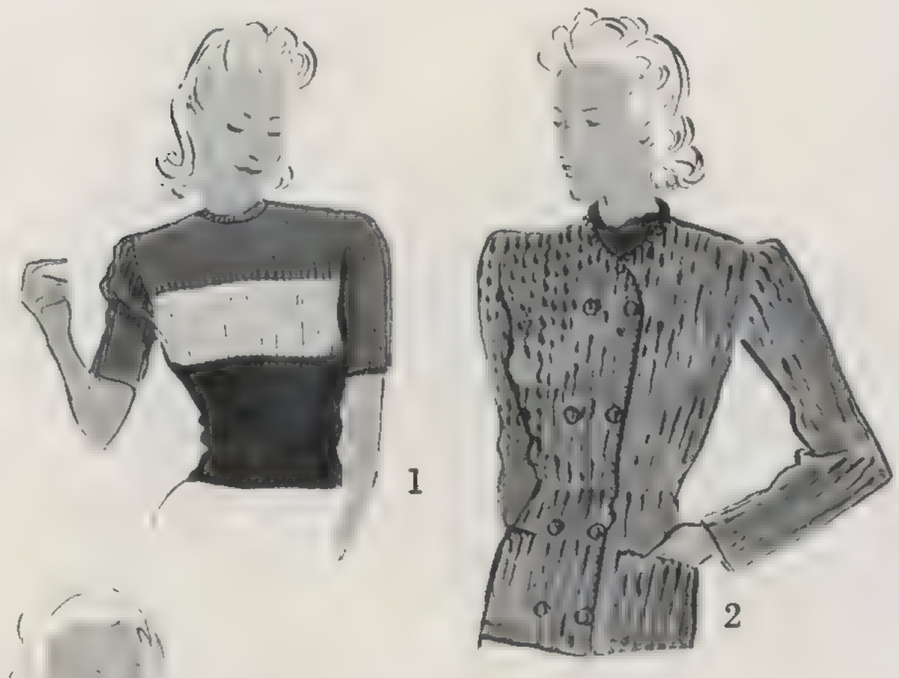
The following is the definition of Harris Tweed as accepted by the British Government Board of Trade:—"'*Harris Tweed' means a Tweed made from pure virgin wool produced in Scotland, spun, dyed and finished in the Outer Hebrides and hand-woven by the Islanders at their own homes in the Islands of Lewis, Harris, Uist, Barra and their several purtenances and all known as the Outer Hebrides.*"

★

LOOK FOR THE MARK ON THE CLOTH
LOOK FOR THE LABEL ON THE GARMENT.

The Harris Tweed Association, Ltd., 10 Old Jewry, London, England

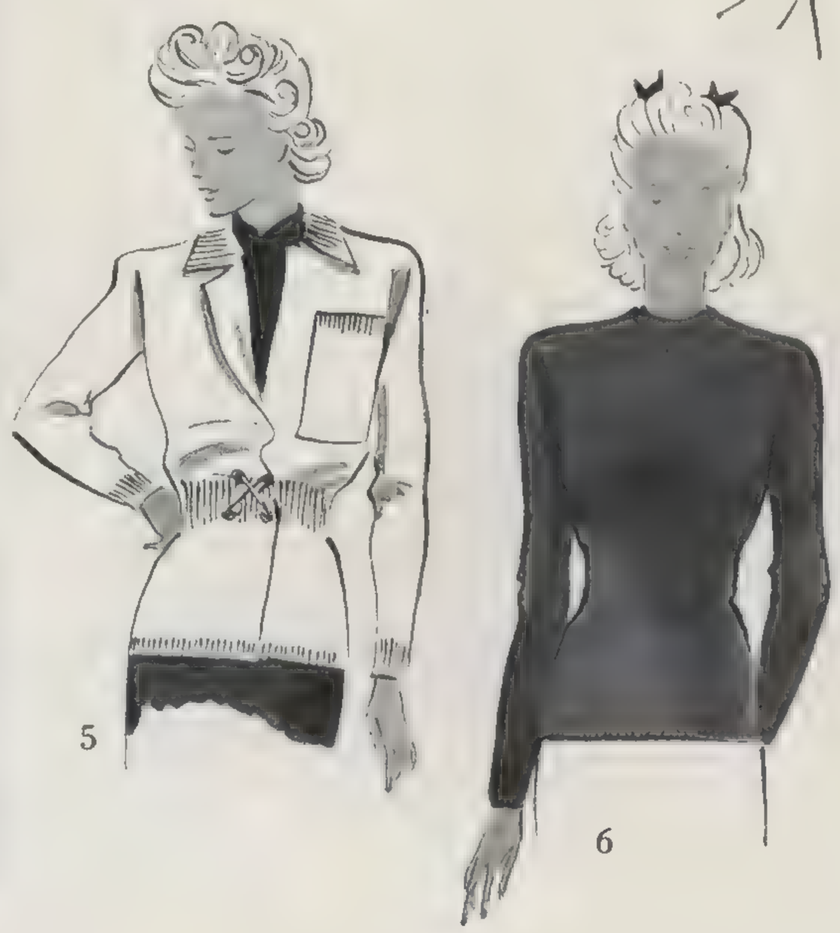
MORE WOOL-GATHERING



For your sweater collection —Seniors average six—these fine ones. (More on page 106)

1. Rose, navy-blue, pale blue —wool and rabbit's-hair pull-over. $5. Russeks
2. Beautiful "Tailorknit" cardigan of beige wool—nice for week-ends. $14.95. Bonwit Teller; Neiman-Marcus
3. Scottish yarn makes this sky-blue pull-over and cardigan. About $6 and $8, in that order. G. Fox, Hartford

4. Snug-waisted cardigan of downy beige wool. Admire its military buttons, its square pockets, its ribbed yoke. $6.95. Bonwit Teller
5. Two huge gilt safety-pins fasten the ribbed waistband of this khaki cardigan. Big patch pocket. Just right for your best slacks. $10.75. Abercrombie and Fitch
6. Pale blue Lushlura yarn for this Tish-u-Knit pull-over. $2.98. From McCreery



GLORIA SWANSON

(Continued from page 104)

thing of boudoir passions; in 1931 "Tonight or Never"; and in 1934 "Three Weeks"—but the fervour was gone, the talkies had spoiled her impetus. She retired from her career.

About two years later, in 1936, she started a business called Multiprises, Inc. This company, acting for the inventors, tests inventions, makes models of them, chaperons them through the patent office, and in return gets a percentage of the royalties. Multiprises, Inc., is more flourishing to-day than ever before.

Her retirement was, however, just a gag, which is what she has always said life is. Her smallest action is translated into movie terms. The prospect of her own existence, which she affectionately calls her "unnatural existence," reduces her to more dramatics than she expends in front of the camera. Back in the 'Twenties after playing with her two children, daughter Gloria and Little Brother, her adopted son, she frequently was heard to wail: "Why do I have to work and work, and not be just a mother!"

For the social circle of Gloria Swanson has always been amazingly small. She has no desire to be glad-handed. None of her houses is a place into which friends casually drop. They are invited. Few of them belong to the movies, but all, when she lived East, came out to the country place, far enough up the Hudson, to make a visit an effort. In that rambling old place, painted a soft green, the disconcerting reserve of Miss Swanson slipped off. The clothes-horse disappeared, old smeared smocks were rooted out of closets. Out to a log cabin on the place, she took her guests to bake potatoes and to drink beer. No swimming-pools, no tennis-courts, no adjoining golf-links. Absurd games, spelling matches, shooting pennies, and practical jokes formed entertainment. One of her finest conceptions, the flower of all her practical jokes, was the shipment of a carload of newspapers to a friend's stateroom. The card bore the pleasant greeting: "Just something to read."

Of course both have Hartmann wardrobe trunks, too . . . a college tradition 60 years old.

"Most Likely to Succeed"

HE is thinking, "Smart piece of baggage, that—Sky-Robe." And so it is! In looks and in its ability to keep her looking as if she traveled with a boudoir at her beck and call.

SHE is thinking, "When he speaks, I'll smack him right between the eyes—with a smile." A man smart enough to carry a Hartmann Knocabout knows his way around!

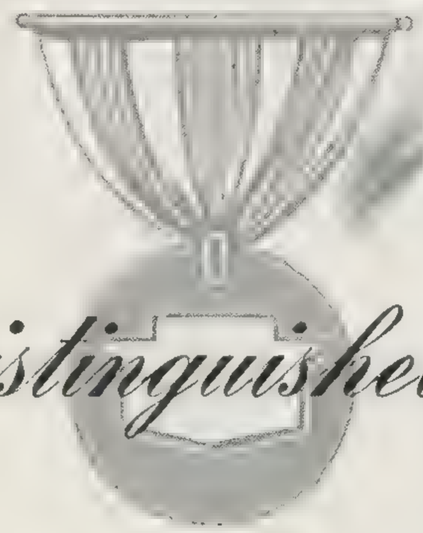
KNOCABOUT: Wt.: 9 lbs. Capacity: 24 pounds of clothing (2 suits on hangers).

HARTMANN Luggage

SKY-ROBE: Wt.: 11½ lbs. Capacity: holds from 4 to 8 dresses and accessories.

Choose from the wide range of styles and coverings in hand baggage and trunks carried by leading luggage shops and departments.

THE HARTMANN TRUNK CO. • RACINE • WISCONSIN



For Distinguished Action . . . **Florsheim**

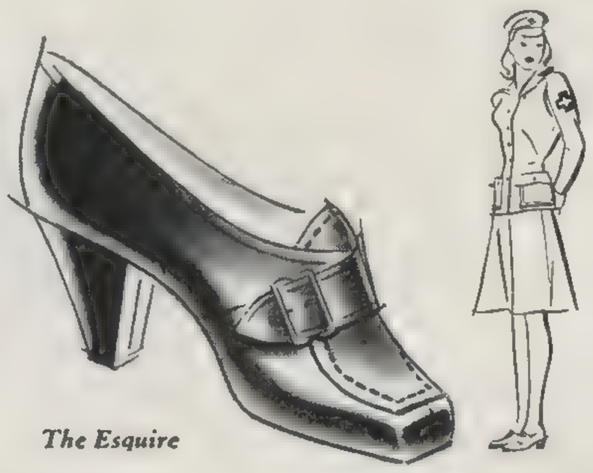
Service Shoes

If you're a woman with work to do (and who isn't these days) Florsheim low-heel Brogies are as indispensable as your charm, as tireless as your own boundless energy. Your choice of soft black suede or hand-stained Custom tan calfskin.

The Saucy Lady

most styles $10.75

The Sassy



The Esquire

THE FLORSHEIM SHOE COMPANY • *Manufacturers* • CHICAGO

Makers of Fine Shoes for Men and Women

Learn something new about stockings...

change to Berkshires

Lovely Berkshires will prove to you that stockings *can* be both daintily sheer and long-wearing. Co-eds, sub-debs, career girls, matrons, women everywhere are changing to Berkshires . . . the hosiery that looks so lovely . . . lasts so long . . . In silk or Nylon.

Berkshire Stockings are made by the world's largest manufacturer of full-fashioned hosiery . . . Berkshire Knitting Mills, Reading, Penna.

ALL ASHORE THAT'S GOING ASHORE

By Betty Dodds

EDITORIAL NOTE: Betty Dodds, twenty-one-year-old graduate of Wooster College, Ohio, scored twice in this year's Prix de Paris contest. Not only did she win the second prize—a job on Vogue—but her article, "All Ashore That's Going Ashore," was one of five chosen for publication in Vogue. As a clue to her success: she wrote for her college paper, was assistant editor of the Year Book, and president of the literary society. Need we say that she also majored in English?

If you travel, you must spin your globe around so that the map of Europe faces away. The goose steps high over cathedral and fjord. And you won't be visiting Europe this year.

You must stay in America, yet your imagination can be a passport to carry you across any border. When you travel with such a passport, you have no trouble with customs inspectors or consular red tape. Your only visa is a conviction that nothing is commonplace. Your luggage—poetic pleasure in the unexpected. Your guide—two inquiring eyes. All ashore that's going ashore! You're off, flourishing your "Bædeker For Homebodies."

Wisconsin is a state synonymous with respectability and cheese, yet you can visit Poland there. Follow the road north of Green Bay to a sign which announces *Warsaw*, and presently you will come to *Krakow*, a shy little town, overawed by the Byzantine pomposity of its church. Polish settlers came there and found the region of lake-studded forest they knew best. Unfriendly as the land is, it doesn't daunt folk who are more used to war with weather and soil than to war with marching men. They have defiantly stayed to build steep-roofed houses and plant an exuberant dill patch in every yard, ensuring plenty of pickles for festive days.

Inside, the houses groan beneath heavy, beamed ceilings which are smoke-smeared and bristling with bacon. Outdoors in the rye-fields, kerchiefed women work behind their men, and their bowed backs seem a symbol of endlessness, suggesting the antiquity of hunger and toil. The bleakest fields have a gleam of glory where the harvest shrine broods like a benediction, eloquent of quiet trust in a Mother Mary, who is more real to simple folk than bread or fire. The wood-carving is probably worn down to dim outlines, but it still explains how Poland could have produced a Paderewski and a Madame Curie—and will yet produce more like them.

Chicago, "Hog Butcher of the World," contains some of the flavour of that most feminine of all cities—Paris. That astonishing fact becomes apparent if you pick a June night, a bewitching hat, a gay companion, and *Henrici's* for dinner. Only at Henrici's, Chicago's oldest restaurant, can you find menus which proclaim "No Orchestral Din." And you will linger long there over a Continental pancake with lemon and a subtle syrup.

You'll come outdoors when the sky is that musical-comedy-set blue it becomes before the last light vanishes. For fun, ride down the Boul' Mich in an open-topped taxi, lineal descendant of the victorias which frolicked once on the Boulevard Jourdan.

The Chicago Symphony will play the game with you, for their occasional concerts in Grant Park are a midsummer-night's dream. The gaunt sky-scrapers aren't Parisian, yet they recall Hugo's description, "*La ville aux mille toîts découpe l'horizon.*"

This mental horizon-chasing is like reading a symphony score. To one person the pages contain black blotches. When Toscanini studies them, they become vibrant with meaning. Cincinnati, at first glance, is a metropolis as matter of fact as a washing-machine. Yet once we spent two hours in Cologne, on the streets of Cincinnati. When we drove into the city, some combination of sunshine and topography gave us a vista of peaked roofs peering down at the river. It uncannily resembled the *liebliche landschaft* on the left bank of the Rhine. Next we found an arched viaduct which framed a (Continued on page 114)

MY LIFE IS AN OPEN BOOK

(Continued from page 81)

I have tried perhaps ten times to read *The Brothers Karamazov* and each time given up in a rage directed equally at Dostoievsky and myself. Only recently I tried it once more and found its reputation thoroughly deserved. Reading it this time with the greatest absorption, I was convinced it is the sort of book that requires the reader (that is, most readers) to be of a certain age. Up to now I was simply too young for it, and that's why it seemed to me dull and farfetched. It is a book I had to grow up to. One of these days I am going to reread Turgenev's *Fathers and Sons*, which I raced through at fifteen, getting, I am sure, precisely nothing from it. I have the feeling that I am now about ready for it. But I may be mistaken; I may still be too young for it.

I OFTEN think of that quiet story of the Franciscan monk who was found reading Willa Cather's *Death Comes for the Archbishop*. Asked his opinion of it, he replied, "Well, I have read it five times, but, you see, I have not finished it yet." All of us have read books that we have not finished yet, books perhaps unfinishable, books so subtle and multileveled as to reveal themselves newly with each rereading. I have, for example, reread Thomas Mann's *The Magic Mountain* five times, and I know I have still to give it a final reading.

What makes a book rereadable? The answer depends on the reader as well as on the book. To Mr. Adler, a rereadable book is an "original communication," one marking a milestone in the history of Western thought. To the sentimentalist, it may be a book read in childhood; he rereads (and reloves) not the book, but himself as a child. To another, a book may be rereadable if it echoes his own unalterable prejudices. It is a gauge by which he may complacently measure his lack of mental progress. People who believe in The Truth often read one book or group of books all their lives. For them the last word has been uttered by, say, Thomas Aquinas or Adolf Hitler or Friedrich Nietzsche. Hence they stick to their particular Bible and wear it to shreds. Such readers are almost always psychopaths.

I HAVE been trying for some time to determine what kind of books I myself reread with pleasure. All of us are familiar with the dismaying fact that an attractive "personality" often has little to do with a person's moral qualities or even his physical appearance. It is quite possible to be extremely fond of a man who neglects his mother. Even his mother is often fond of him. Similarly, what I call the "magical" quality of a book—the quality which for me makes it rereadable—is not necessarily dependent on the book's importance, its intellectual weight.

For example, serious students of literature would doubtless rank *Madame Bovary* as a more significant work of fiction than *Great Expectations*. Probably it is. There is no question but that it has influenced the course of literature, whereas *Great Expectations* is merely a Dickens novel that millions of plain readers have enjoyed. But for me *Madame Bovary* has no virtues except those of perfection. It is without magic, without personality, it is not rereadable. It is about as interesting as Sir Galahad. *Great Expectations*, on the other hand, is magical, and its magic works every time. For me the scene on the deserted moor where Pip meets the convict beats anything in *Madame Bovary*. A *lycée*-trained Frenchman might have the opposite reaction and be equally unable to defend it.

Magic is not confined to "imaginative" literature. For me there is magic in Russell's *A Free Man's Worship*. There is magic in Gibbon's explanation of how he came to write his masterpiece. There is magic in the scientific popularizations of Sir Arthur Eddington. There are certain clear and precise ideas that are as haunting as Heathcliff. Descartes' system of analytical geometry can be as stimulating to the imagination as the soliloquies of Ahab, though on a different level. All of these works set a bell ringing in the brain. They do not become merely additions to your mental store, but inhabitants of your mind.

SPARKLE and excitement! **Standing:** *Slim and graceful gown for formal (and not so formal) occasions... rayon crepe in coral, dusty blue or starlight with a dramatic military touch of gold appliqued kid and leather belt.* **Seated:** *Bodice of cotton velveteen with cartridge-pleated and marquisette yoke. From the waist flows a misty skirt of net...yards and yards of it. In haunting colors...Alpine rose, Chinese green or Horizon blue. Sizes 10 to 18.* **Both under $20.**

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Good Judges of Gin will tell you...

There's no Gin like Gordon's!

THE CAUSE...

Gordon's has the Advantage of Liqueur Quality and High Proof, 94.4.

THE RESULT...

Drinks Never Taste Thin with Gordon's Gin.

Gordon's Gin

100% Neutral Spirits Distilled from Grain

Copr. 1941, Gordon's Dry Gin Co., Ltd., Linden, N. J.

ALL ASHORE THAT'S GOING ASHORE

(Continued from page 112)

view of clustered "castles," and blessed that Reign of Terror in architecture which had given battlements to breweries! We missed the soaring splendour of the Cologne cathedral, but church bells contributed their basso profundo comment to the Sunday stillness. A brownstone house, stately as a fugue, stood aloof from the streets, with a lindenbaum in the garden. The cyclamen display at the city conservatory—lavender and pink in great theatrical masses—reminded us of that nicest German habit, the heaping of second stories of every cottage with joyous flower-boxes. Cologne, we reflected over our *kaffee*, is the town to which, traditionally, the three wise men came.

If you have an ancestral affinity for tall pines and dark water, you will want to spend months in the stray slice of Finland which lurks at the end of the road around Lake Superior. Batchewanna Bay is bordered by a heavily-glaciated "land of lakes and fens." There a group of Finns have tucked white log cabins among graceful birches. In those cabins live strong, Mongolian-looking folk, with stabbing blue eyes and an attitude of listening for every one of the million small sounds which make up the stupendous silence of a forest.

The leader, who is built on the epic proportions of a saga hero, calls himself "Pete Jones," a name substituted for the scenic consonants of his Finnish title. With the hospitality that is a national creed, he will offer you little oat-cakes and a wine that makes you feel as though you have swallowed a neon sign. In return, you will admire the bright rugs and the curtains at the deep-set windows of his kitchen. The way these people can repeat the *Kalevala* fascinates a university professor who comes up every summer.

You once went to Athens, to learn in a split second of recognition, the secret of timelessness that is written in a crumbled column. Confined to America, you can still snatch a day from time and give it new dimension. You can start even from Akron, Ohio.

One special side road plunges you from the monotony of the highway into a rugged ravine and a secretive covered bridge. Feeling like Alice stepping through the looking-glass, you'll emerge from the bridge to behold—not the walrus and the carpenter—but the town of Everett, Unincorporated. Primly arranged along the road, like a grammarian's careful sentences, Everett is punctuated by a white church, while a circle of benign hills stands guard about this Victorian village.

In 1800, Connecticut settlers brought their gentlemanly Georgian to this region and with it built a remarkable chain of towns. Hudson, the centre of this Western Reserve colony, has slumbered through the century, unravished by factories or Frank Lloyd Wright. Gazing at the silent gardens, you recognize a Sleeping Beauty phenomena here, similar to Stonehenge or Carcassonne. Each has a quality of suspension in time. You study the lamp-posts, slender shafts which flower into ironwork as intricate as a music signature. The symmetry of the chaste Georgian houses has a perfection that inevitably recalls the Parthenon. You try not to think too much of Athens now....

PREMIÈRE OF THE AMERICAN COLLECTIONS

September 1 Vogue gives you a front-row seat at the American Openings . . . shows you 125 exciting fashions culled from the most dramatic Collections our designers have yet given us. Keynotes of the new mode: Flattery, wearableness, versatility.

September 1 VOGUE, "American Shopping" Number, out Aug. 26

SUITS IN FOUR CLASSES

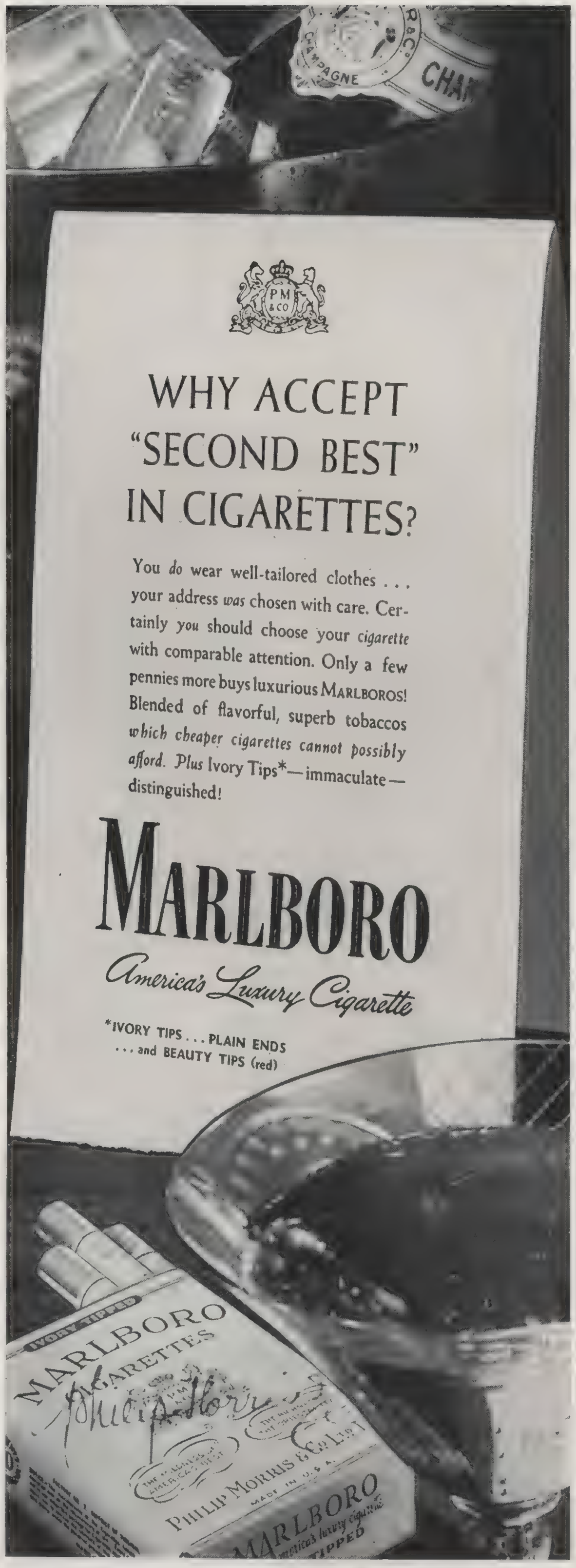
BELTED-JACKET SUIT—more belts encircling more waists this autumn. Tiny-check tweed in red, blue, and brown—with a brown leather belt and a skirt that's bias-pleated. Costs only $35. At Altman

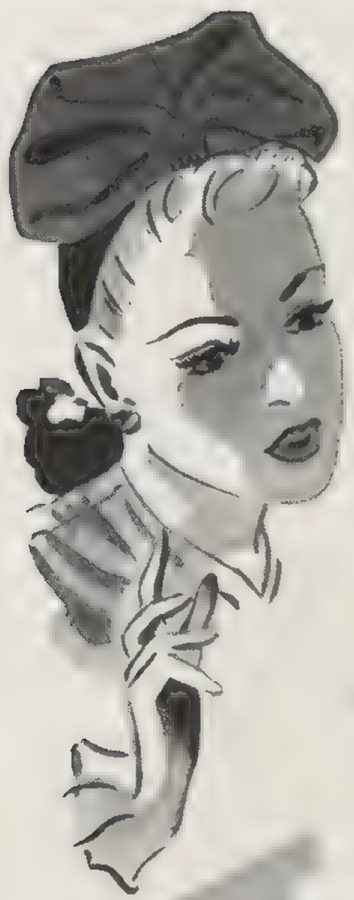
LONG-JACKET SUIT—see how jackets are descending further and further this autumn. Quiet green on a beige-brown background, the kind of tweed that men love. About $40; from Lord and Taylor

BLAZER SUIT—one newly beloved this year. Light green corduroy (it's a corduroy year, too) with dark green Botany flannel binding. The skirt matches binding. About $19. Lord and Taylor

BOXY-JACKET SUIT—the short, square jacket tops a fitted jacket and skirt to match. All of green-and-red plaid. The over-jacket has a green velvet collar. Buy the three for about $65, from Altman

VOGUE STUDIOS—GLENN GREEN





Whoops! There goes my heart again!

If Heel Latch Shoes weren't habit-forming, they'd be practically perfect! They look so smart, fit so wonderfully* and cost so little . . . they knock your heart for a "loop" every time. Have you worn Heel Latch Shoes yet? If you have, you know your dealer; if you haven't, write us for his name. You'll be glad you did.

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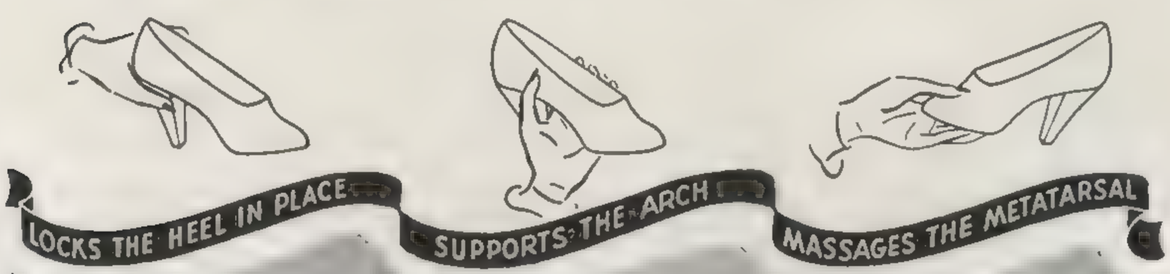

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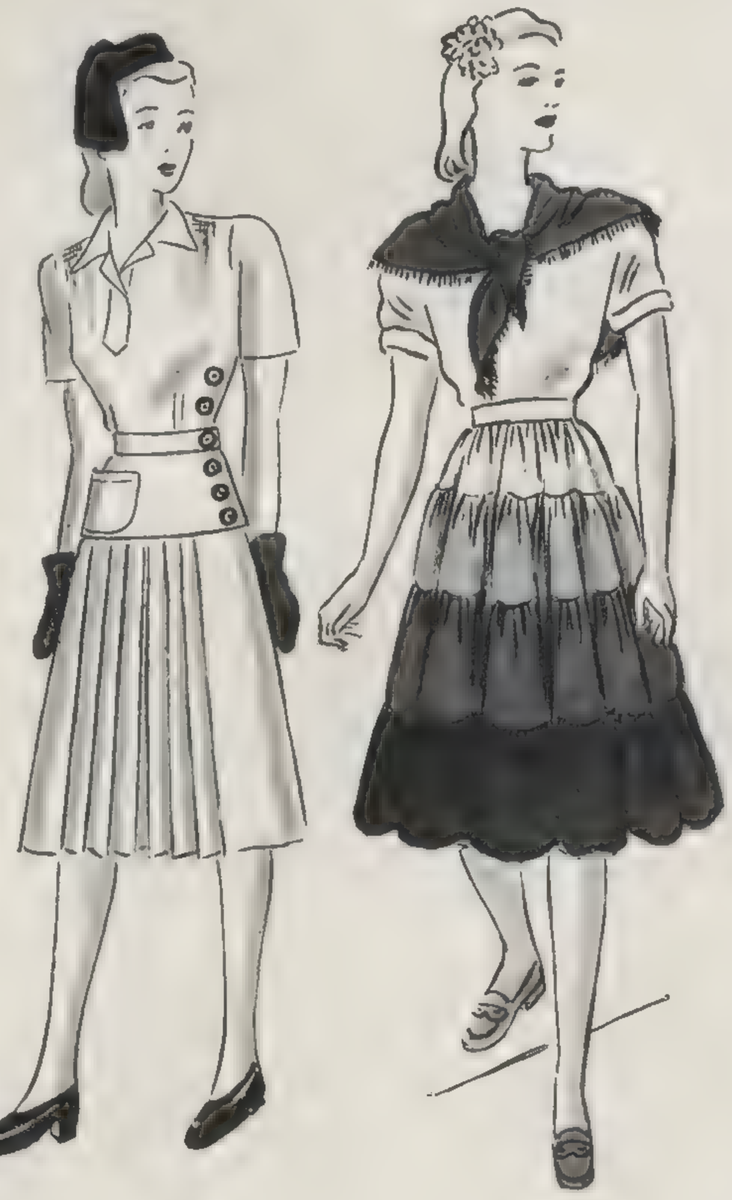
ON THE CAMPUS—

LONG-SWEATER TOP, buttoned down the back; pleated skirt. Of red wool jersey—watch for jersey on campus and off. Dress by Huxley; $16.95. At Altman

SPORTS DRESS—wear it on campus, wear it for week-end picnics. It's of natural-colour gabardine with stitched collar and pockets, leather belt. $12.95. McCreery



SIDE-BUTTONED TOP, long of line; pleated skirt. Of beige cashmere. Wear it alone now, later with bright red or green fleece coat. $10.95. At Lord and Taylor

TIERED DIRNDL SKIRT—in three shades of soft green wool. The blouse is lightest green. The shawl that goes along is darkest green. $16.45. Bonwit Teller

AND ELSEWHERE

CHECKED DRESS—black and white wool, with a black belt, white piqué trimming. You'll appear in it for week-night dinners. Costs a mere $12.95. It's from Russeks

RED-AND-BLACK HERRING-BONE—of soft wool and rabbit's-hair. White piqué collar and cuffs. (You might add red moccasins.) $19.95. From Franklin Simon

BIG-POCKET DRESS—of gold cashmere, with ribbed collar and waist-line, ribbed skirt. It could easily take you to the movies. $15. At Abercrombie and Fitch

SLIM-LINE DRESS—of sheer wool, with side-pockets. It's beige, with a metal-studded leather belt. Nice for the stadium. $14.95. It's at T. A. Chapman, Milwaukee

Original Designs—Pat. App. For *Reg. Applied For

OF COURSE you'll want them . . . because you look so young in them, so gay in them, so beautifully well-groomed and chic in them. SPORTIMERS add zest to your college fun. *Left:* soft virgin wool with the new modified shoulder, buttons to the waist in back, bracelet sleeves and pleated skirt. Natural, gold, light blue, almond green, scarlet, cinnamon. *Right:* plaid virgin wool with a casual shirtwaist neckline and buttons to the waist; a snug, inset waistband; and a softly flaring, bias-cut skirt accented with two patch pockets. Beige and blue, brown and blue. Sizes 10 to 20. Under **$15.**

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In 20 luscious colors to make your heart sing, including popular Sky Blue, Jonquil Yellow, Oxford Grey, Natural, Lavender, Baby Pink, Hunter Green, etc.

CARDIGAN shown, edged with grosgrain and pearl-buttoned —about $6.00
SLIPON to match —about $5.00
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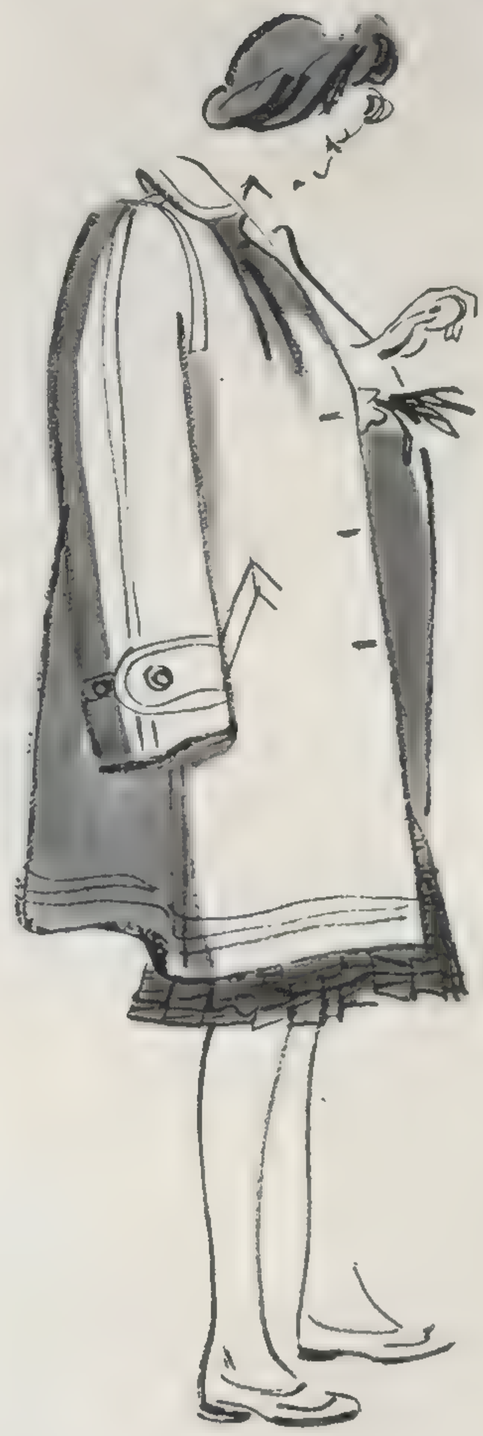
*American lambskin

COVERING UP



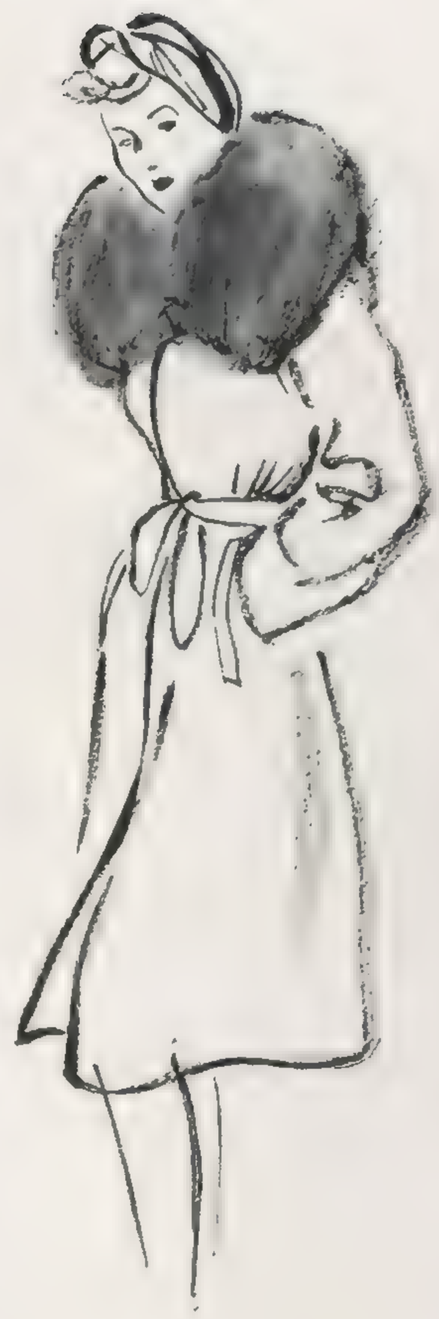
Above: Green tweed coat with red piping. (Red and green brighten the campuses this autumn.) It has a not-too-heavy sheep's-wool lining that you can zip out while it's still warmish. $65. Saks-Fifth Avenue

Above, left: Untrimmed and fitted—a coat of soft brown wool, with a single button to fasten it at the waist-line. You might very well add fur muff or hat—or one of the dressed-up down-in-back hats. $39.95. Wanamaker

Left: Thirty-six-inch polo coat—news for the campus. It's of warm wool that looks like camel's-hair. Removable pockets inside are big enough to hold books. It has a warm plaid lining, too. $16.95. McCreery has this

AT COLLEGE

Right: To take you away on many a week-end: This coat that's bloused at the back, but otherwise fitted. It has a big wolf collar. You might add a bright red turban; or a hunter's-green felt hat. Only $45. From Altman



Left, below: Dress of R. A. F. blue wool. (The coat beside it goes along.) The dress is as simple as can be —the kind that begs for furs, pretty hats, jewellery. The colour is adaptable, too. Both for $55. At Russeks

Right, below: As neatly cut as its accompanying dress (to its left)—this coat of R. A. F. blue wool. Turn it into a sumptuous-looking outfit via mouton hat and muff. Or sable-dyed muskrat. Both; $55. At Russeks

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AT THE HEAD OF THE CLASS

THE NEW CLOCHE—turned down all around, honestly head-covering. It's made of beige felt—very nice thought with your bright red or green suits. Stylepark hat, costs $5.95 at Lord and Taylor

MODIFIED HOMBURG—one of the leaders of the class. This is of dark green felt, bound and banded with beige grosgrain. You might have it as a good accompaniment to your beige or brown suit. $5. Best

ROLL-BRIM HAT—wide and profile-revealing. It's of brown felt, banded with pale grosgrain. Very companionable with the new blue-and-brown tweeds of autumn—going off for the week-end. A Brewster hat; $6.75. Franklin Simon

VOGUE STUDIOS—GLENN GREEN

SCALLOPED-BRIM HAT—high, wide, and handsome. Brown felt, with a fluff of a feather at its side. This, too, is designed by Brewster. $6.75 gets this tailored, long-lived hat. At Franklin Simon

AT THE FOOT OF THE CLASS

MONK SHOE—this one has a leather heel, walled toe, suggestion of moccasin line. It's buckled, too. Tan calfskin—and very polishable. By Walk-Over

OXFORD—of smooth calfskin the colour of black cherries. It's impeccably tailored and sturdy as can be. It's an Arnold Authentic shoe; at Best

MONK SHOE—of soft brown calf, to wear and polish, wear and polish. Unlined and light-weight, with a wedge platform sole, buckle. At I. Miller

MOCCASIN—it grows more and more of a favourite each year. It's of tan calf, with a rounded toe, low leather heel. Collegebred shoe; at Bloomingdale

MONK SHOE—with walled toe and leather heel. The elastic goring means you don't have to unfasten the buckle. Of polishable tan calfskin. Bloomingdale

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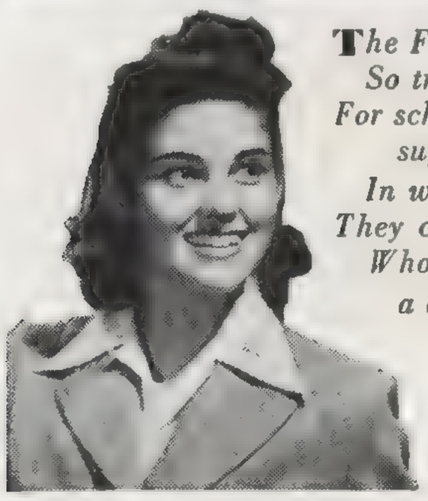

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For school wear is just too-o-super.
In white, or in colors
They click with keen fellers
Who rate a bare-necker
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I'LL TAKE THE AMERICAN PLAN

(Continued from page 77)

neat as a rhymed couplet by Pope. She is a heroine of the hotel industry, unsung, unseen, and untipped. Upon her rests that final illusion which is the one point where the enjoyment of a hotel bedroom and the enjoyment of good acting merge. William Gillette once spoke of the actor's nightly duty to create the illusion of the first time every evening when he appeared in a part, no matter how often he had played it. To be enjoyed—really to be endured—a hotel bedroom must massage that special form of ego peculiar to the traveller. It must persuade us, as we all like to be persuaded, that we are the first persons ever to have occupied it. We know this is not true. We know it couldn't be true. Any reasonable person, after a split second's reflection, has to admit this. But travellers can be as jealous of their bedrooms as if those bedrooms were so many architectural Desdemonas.

All things being in order, as they should be and most usually are, there is a world of comfort and independence to be found in those cell blocks to which the bellhop leads you even in the most commercial of our commercial hotels. Once the hurly-burly of a mass registration is over, once you have obtained your letters by struggling to pronounce your name to a mail clerk's satisfaction, once the spittoons and the leather sofas have been left behind, once such reminders of good fellowship as the Rotary, Kiwanis, and Lions Club signs near the desk have disappeared from view, once the Cadillac and the Studebaker beached in the lobby to advertise an Automobile Show have been put behind you, and once you have been able to drag yourself away from the snatches of conversation overheard in the elevator on your way up, you can enjoy a magical isolation and privacy when the key has been turned on your cubicle.

"Do Not Disturb"

If you have nothing to do for a few hours, you can go to the telephone and speak one of the grandest lines known to the English language. It is a line the beauty of which invades any one with nostalgia who has ever spoken it. "Operator," it runs, "please call me at five o'clock this afternoon, and don't let any one ring before then."

In a hotel all your worrying is done for you by other people. Your morals are guaranteed by the house detective. You know your laundry will be returned when promised. You know your suit will come back pressed at the hour you asked for it—not before, and generally not too long afterwards. You can sleep without having to function as your own alarm-clock, certain in the knowledge that some fiendishly cheerful voice will call you at a time of your naming.

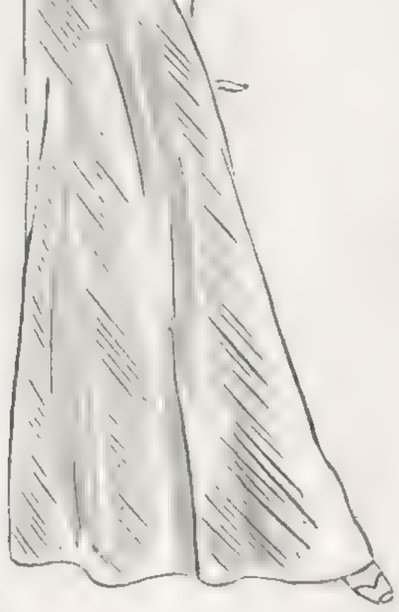
Of course, if the walls are made of Nabiscos, and ten drunks attending a convention insist upon "Sweet Adelining" all night in the next room, and upon throwing whisky bottles out the window, your contentment can vanish.

At such moments, you may wish you had accepted old Jim's invitation to visit him at his home. But never forget, you don't have to spend the day remembering old school acquaintances with Jim that neither one of you has thought about for years. You don't have to make conversation with Jim's boss. You don't have to play by the hour with Jim's children. You don't have to be bitten by his dog. You don't have to go easy on the hot water. You can get all the fresh towels you want. You can read the newspaper at breakfast. You can eat what you want without having to go into ecstasies over it. You don't have to listen to the opinions of Jim's Uncle Fred on the war, opinions, by the way, which you suddenly remember having read yesterday more clearly stated in Dorothy Thompson's column. And you don't have to write Jim's charming wife a charming letter after you have gone.

In a hotel you are your own guest. You think you own the place when you are in it. And you know you do when you leave it. But somehow your money never seems wasted, because what you have paid for is always waiting for you in the next town.

PERSONAL CREDITS

Two of a kind—nightgown and bed-jacket to match. Of pink rayon crêpe; chiffon with satin appliqué prettifies the neck-line. (Look below for slip to match.) Gown, $3.95. Jacket, $2.95



Above: Nightgown of blue-and-white striped rayon and silk crêpe. Blue faggoted edge, chiffon appliqué. Only $3.95

Above, right: Slip to match the bed-jacket and gown above. An inserted waistband keeps it smoothly fitted in place. $2.95

Left: Hem-ruffled slip of rayon and silk satin, eggshell-white. Alençon-like lace trims the bodice and hem. Costs $2.95

• Rhythm lingerie by Patricia; all are at Lord and Taylor

Illustrated Duo-Set is made in 100% pure wool LUSHLURA* yarn (the wool your skin will love to touch). In Twig Green, White, Baby Blue, Baby Pink, Champagne, Blossom Blue, Dusty Pink, Sun Yellow, Jockey Red. Sizes 34 to 40.

No. 1865 — The grosgrain-bound cardigan, $3.50

No. 1206—The short-sleeved slipover, $2.25

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Tish-U-Knit will reward America's loveliest sweater girl with $500 and career opportunities. 103 prizes in all. Enter this contest today—it's for amateurs only—contest ends September 30th. All we need is a picture of you wearing a sweater. **The Duo-Set illustrated here are ideal sweaters,** but any picture in any sweater, casual or form-fitting, can win. Get a free contest blank at a store near you!

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You know the type of dress it is . . . adapts itself to your moods . . . stands ready for every occasion . . . looks the aristocrat and introduces you to rare comfort with its famous "Free Action Sleeves." In winter pastel wool. $29.95

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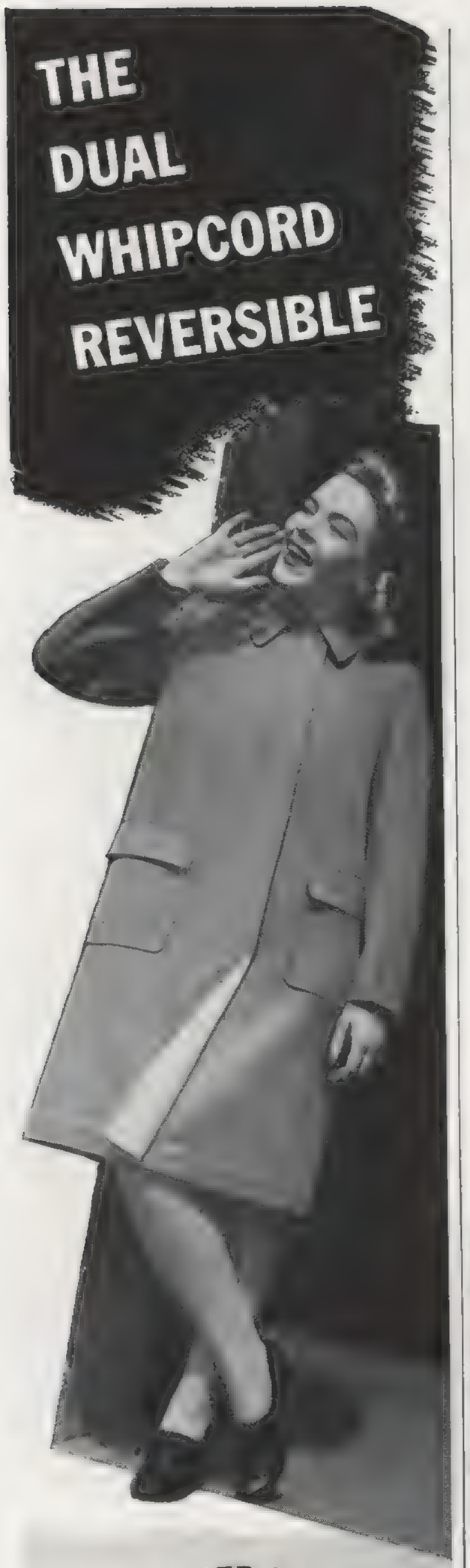

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About $17.50

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A MEMORABLE MEAL

The record of a dinner, carefully planned, before the world had changed

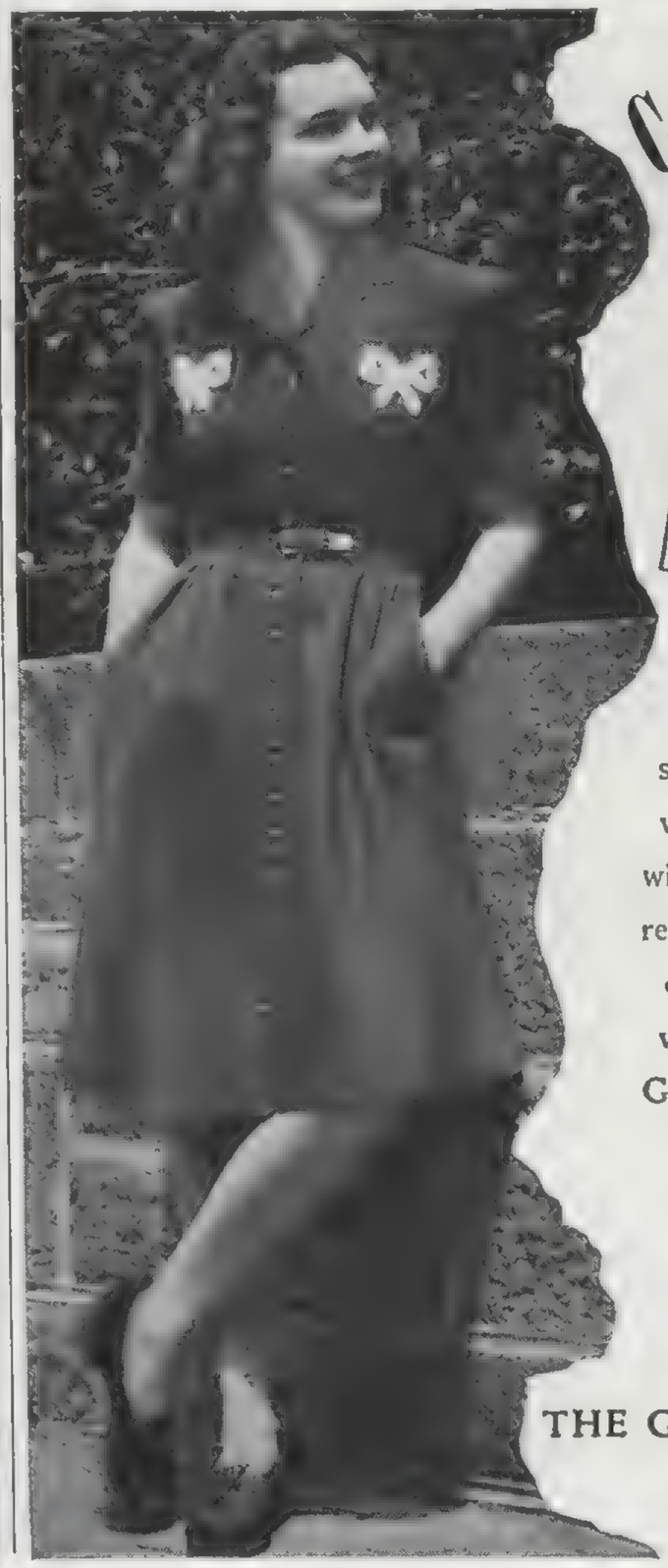
By Julian Street

A LITTLE while before the beginning of the present war, Vogue asked me if I would describe for them a memorable meal. The task was easy and agreeable. I spent a day consulting a series of scrap-books packed with menus, wine labels, and notes on meals and bottles, which sit on a shelf in my study like a row of fat, cheery gourmets always ready to discuss happy occasions of the past. From one of these books, I selected the record of a dinner that I remember with special pleasure.

About the dinner there is nothing I would change. About the world there is much. My little piece, written about two years ago, now seems to me as ancient as something out of Pliny. I can no longer think as I was thinking when I wrote it. The world won't let me. To-day when I think of fine dining, I do not think of special dishes and bottles, but of special people and places.

A common mistake of those who try to give fine dinners, and of maîtres d'hôtel, chefs, and head waiters who assist them, is to indulge in lavishness at the expense of balance and restraint. We always try to avoid doing that. The dinner of which I write was limited to five courses, and the menu was as follows: Hot Canapé of Crab Legs, Sauce Colbert; Bellows Rainwater Madeira. ... Clear Green Turtle Soup, Madeira; Madeira Gloria Mundi.... Roast Young Peacock, Truffled. Fried Bread-Crumbs, Bread Sauce; Chambolle-Musigny 1929; Romanée Conti 1915.... Mixed Green Salad; Pâté de Foies Gras.... Almond Souffle à l'Yquem; Château Yquem 1921.... Coffee. Liqueur Bas-Armagnac.

This dinner was given by my wife and me at the Bel-Air Country Club, near Beverly Hills, in June, 1936. We were leaving Southern California next day, and this dinner was our farewell



Campus Crony

Freshy SPORTSWEAR

Here's a cunning little eyeful styled by Freshy in 100% sheer virgin wool. A coat-dress classic with oodles of front fullness, it's a required subject for a comfortable campus career. Metal buttons—white angora bowknots on Blade Green, Ashen Blue, Pennant Red, Winter Navy, Bronze Green, Gridiron Rust. Sizes 10 to 20.

About $15

At your favorite store or write

THE GOLDMAN COMPANY
1410 Broadway, New York, N. Y.

Mae Leslie, American Airlines stewardess, adds new chic to her uniform with Sendra's "Flagship" gloves.

GLOVED TO GO *Smartly* TO THE GAME OR TO DINNER!

There's an unusual feeling of assurance in wearing gloves by Sendra. Whatever the occasion, you are smart—and right. See Sendra's fall creations now. Crisply tailored "Flagship", swagger "Caballero", frilly, feminine "Puff" are favorites . . . for going-away wardrobes . . . or staying-at-home. Ask for them at your favorite store. You'll like them!

If your store can't supply you, write us.

GLOVES BY *Sendra*

FLAGSHIP—All wool broadcloth that molds itself to the hand. Open wrist with 4 bright metal buttons and button holes. Black, brown, red, wine. $1.50.

PUFF—Sueded rayon glove with an interesting new puffed treatment at the wrist. Black, brown, red, green, Bluejacket, Paniola. $1.

CABALLERO—Laced leather trim inspired by the new shoe fashions, on a smart brushed rayon glove. Black, brown, red. $1.

EISENDRATH GLOVE COMPANY
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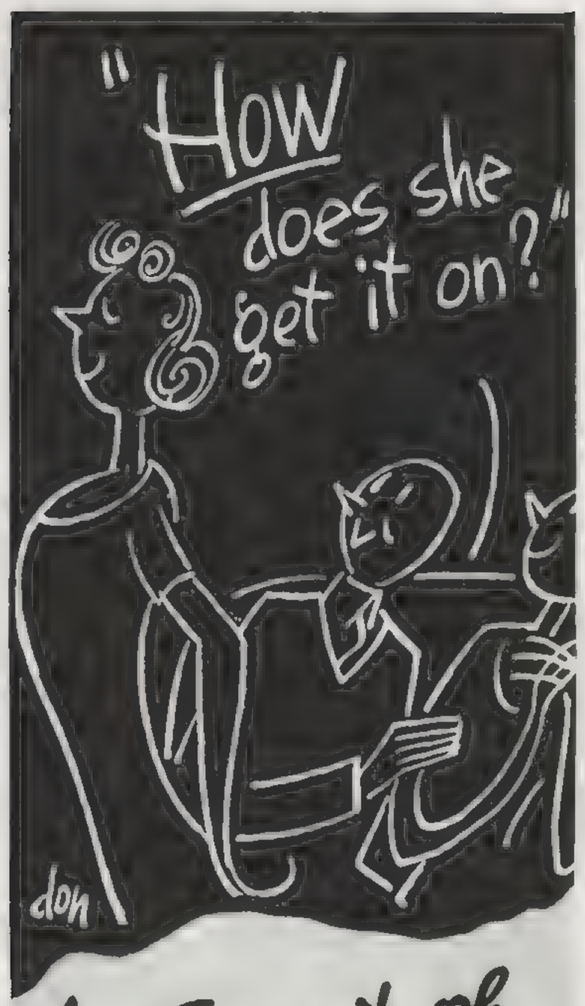

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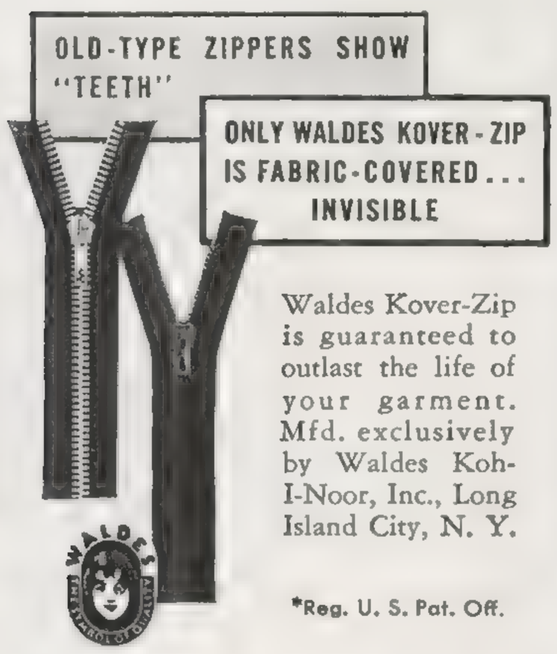

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ASK FOR Waldes KOVER-ZIP in smart fashions featured by leading stores

Waldes Kover-Zip for HOME SEWING, TOO, at your favorite notion counter in all leading shades and sizes; for every purpose.

A MEMORABLE MEAL

to six friends: Mr. and Mrs. Jerome Kern; Mr. and Mrs. Arthur Hornblow, junior (Myrna Loy); Frank Chapman, junior, and his wife, Gladys Swarthout.

Had we not discovered Barney van der Steen, who was then steward at the Bel-Air Country Club, we should not have attempted such a dinner. But we were assured by a competent authority that Barney van der Steen would understand what we were after. And he did.

It was our hope to achieve in this dinner a pattern of perfect simplicity, with a gradual mounting of interest and flavour to the third and principal course—the roast young peacock, garnished, of course, with its own plumage, and served with two Burgundies. The first of these, the Chambolle-Musigny, was a fine wine until you tasted the second, the matchless Romanée Conti of 1915, which will kill almost any other wine it is compared with. The Chambolle-Musigny was served in its bottle, cradled. The Romanée Conti, because of its deposit, was decanted.

But to go back to the beginning: The Rainwater Madeira, pale and somewhat on the dry side, was served as an appetizer before dinner, and also with the canapé. The green turtle soup was flavoured with a somewhat "bigger" Madeira, and this same Madeira was drunk with the soup course. Sherry, by the way, is not nearly so good as Madeira for flavouring turtle soup.

The peacock was something of a sensation, as none of us had ever eaten peacock. It was shot several days before the dinner on the ranch of the late Frank A. Vanderlip, Palos Verdes, and was a half-wild bird eight or nine months old. Peacock must be young to be enjoyed; the old birds are tough. This one was delicious, with a flavour reminiscent of wild turkey, and its appearance was spectacular.

We do not like green vegetables with game or with fine wines, but the salad, served as a (Continued on page 132)

British accent

for an American Autumn

An easy drape above the waist is suit news in this Kingston Knit by Lampl . . . its English knitted nub looks woven.

Right for the campus, travel, town or country, smoothly tailored for the smartest wardrobes of the season. You'll find it at fine stores, in the new autumn colors, for under $20.

LAMPL KNITWEAR CO.
Cleveland, Ohio

New York Office, 1410 Broadway

New version of our famous go-everywhere classic. Becoming button front style nicely tailored in rayon-and-wool gabardine. Sizes 10 to 20 in beige, aqua, marine blue, rose or postman blue. Also in striped rayon-and-wool flannel. 15.00

Best & Co.

New York and Branches

and good stores everywhere. Made by Straus, Royer & Strass, Inc., Baltimore, Md.

VARIETY—SPICE AT COLLEGE

GRECIAN SANDAL—white satin piped with silver kid. Have it dyed to match your pet evening dress. A Hi-Larks shoe. $4.95. Arnold Constable

PLAY-SHOE—of natural-coloured cotton string, woven in chevron pattern. Leather wedge sole; light-weight. A Kleinert shoe. $2.95. At Altman

CAVALIER BOOT—in swashbuckling red. Of a new soft kidskin called "Valencia." (More boots than ever on campuses.) $8.95. Lord and Taylor

MOCCASIN—more and more of you are wearing them. Partly smooth calf, partly suèded calf. It has a springy Avonsole. $5. From Franklin Simon

RUBBER BOOTS—white with red and blue chevrons. Rain nor snow nor sleet shall keep you from classes. Goodrich boot. $3.75. From Wanamaker

VOGUE STUDIOS

NO CHAFING WHATEVER from TAMPAX

IT IS certainly a grand top-of-the-world feeling when you first use Tampax for monthly sanitary protection. It reminds you of girlhood days before you had any troubles with belts and pins and external pads. With Tampax there is no chafing, wrinkling, bulking. There simply cannot be because Tampax is *worn internally*. Also no odor can form!

Tampax was perfected by a doctor and is made of pure surgical cotton, extremely absorbent but compressed to a dainty size. Each Tampax comes in a patented one-time-use applicator, so your hands need not touch the Tampax. And the whole thing is so compact there is no disposal problem.

Now sold in three sizes: Regular, Super, Junior, meeting all individual needs. (The new Super is 50% more absorbent.) No belts or pins with Tampax! At drug stores and notion counters. Introductory box, 20¢. Economy package of 40 gives you a real bargain. Don't wait for next month! Join the millions using Tampax now!

TAMPAX INCORPORATED
New Brunswick, N. J.

Accepted for Advertising by the Journal of the American Medical Association.

FIRST TIME IN HISTORY-*FAMOUS* ANGELUS LIPSTICK

Same Used By So Many "Best Dressed" Women

The House of Louis Philippe scores again! This time with its new 49¢ size Angelus Lipstick—which has the *same* indelibility—the *same* waterproof—weatherproof—amazing beauty-giving qualities as the de luxe size which sells for a much higher price. STAYS PUT for hours without caking or drying. Never smudges when you eat, drink or smoke.

And What Thrilling New Fashion REDS!

For gay seductive allure—for "femme fatale" lips men can't resist—try PATRIOT RED NO. 406. ALSO four other divinely flattering shades.

Use Louis Philippe Rouge and Face Powder for *complete* matched make-up. Demi-Deb size Rouge Compact now 49¢.

Louis Philippe

LIPSTICK—ROUGE—FACE POWDER

VOGUE'S PRIX DE PARIS

(Continued from page 50)

You may write about a hobby, a trip, plan a wardrobe...any number of things.

When you have passed these quizzes, you enter the home stretch. You have now ahead of you your thesis. (The word "thesis" seems to have such a terrifying sound that next year we are going to call it simply an "article.") Here, again, you have great latitude, so far as choosing your subject is concerned. But you must turn out the required 1,500 words. The five best articles are bought by Vogue for publication.

Different years, different ideas seem to pop up. One season, there was a wave of personality profiles; another, a great flood of treatises on the summer theatre. Papers have been submitted, over the years, on such subjects as Life in Southern California; the Peroxiding of Hair, from the Renaissance to To-day; Early American Art as Shown in Weather-vanes; the Difference between Making Salad and Matisse; the Sociological Problem of the Bolivian Indian and the Repatriation of Bolivia. Last year's winners wrote on Elizabethan Music, and Charleston's St. Cecelia Ball; this year's, on Europe in America, and the new Circus.

The Prix, now a full-fledged Vogue department, has its own editor and assistant, who keep in constant touch with the contestants. (Afterwards, they even act as vocational directors and general mother confessors.) All papers are read carefully by Vogue's Fashion and Feature editors, who choose the fifty best ones...the twenty best...the ten. These ten finalists are then invited to New York to be interviewed.

This is an experience seldom forgotten by a contestant. She steps off the elevator on the nineteenth floor, two-thirds of the way up on New York's Graybar Building. Beneath her feet, a black floor, studded with brass stars. Ahead of her, around a sign-posted corner, the Chippendale reception room, full of flowers and would-be fashion models. For the next few hours, an agenda of telescoped conversations with memorable-hatted editors, all up to their jabots in dead-lines.

Two of the contestants receive major prizes: first prize winner has a staff job on Vogue for a year; second winner for six months. (If Vogue still likes the girl, the girl still likes Vogue, the arrangement continues indefinitely.) Their particular jobs here are a matter of openings, ability, inclinations. The "Under Twenty" editor may need an assistant to go into the markets, help her plan pages, and write captions. There may be a place in the studio for a girl who can arrange sittings, help with accessories, learn merchandise. The Feature editor may want someone to interview opera stars or owners of racing-stables; to write non-fashion articles; to do editorial research.

Besides the two major prizes (last year, three), at least twenty Honourable Mentions are given. These runners-up are then interviewed for positions by stores, advertising agencies, publishing houses all over the country. Joanne Pierson, 1939 Honourable Mention winner, is assistant to the Women's Editor of the Minneapolis Herald Tribune, where she has her own by-line. Kay Roberts, special award winner in 1936, is now a top copy writer on Vogue. Alma Ranson graduated from the Honourable Mention ranks in 1937 to become assistant to the publicity director in charge of fashion promotion at Ivey's, in Charlotte, N. C.

Of the 81 winners in the first six years of the Prix, at least half are married. Some of them, like Kay Roberts, combine their homes and careers. (Kay has just had her second child, a daughter, Kit.) Few of the six first-prize winners have had the fortune to take their six months' training with Vogue's *belle mere*, Paris Vogue. Virginia Van Brunt did—and stepped off the gang-plank on her return, right into Bonwit Teller's as an assistant fashion coordinator. It was the original plan to take the first-prize winner to Paris for the second six months of her training. Now, all that is left of Paris for the Prix girls is in the name—but, as with the Prix de Rome, the name endures. (Continued on page 129)

Smooth

You'll steal the show in this *Featheroy** jumper. And you can wear the contrasting all-wool jersey blouse with other outfits, too. Indian Earth with Desert Tan, Red with Canary, Beige with Rust, Green with Beige, Blue with Red. Sizes 10 to 20 . . about $15

**A fine-wale corduroy.*

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Russeks

FIFTH AVENUE AT 36th

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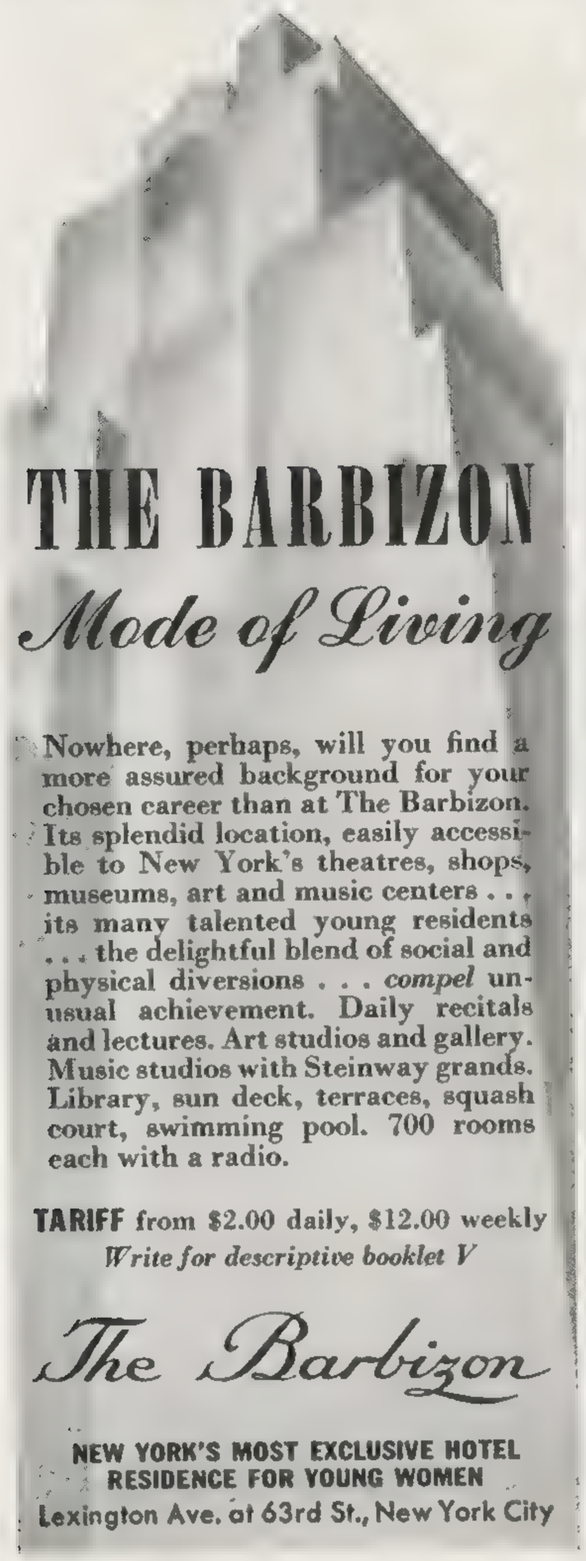
FOR STORE IN YOUR CITY, WRITE

AMERISPORT • 1400 Broadway • New York

Dramatic two tone campus dress by Terry Rogers, that doubles beautifully for town. Backbone of your fall wardrobe in 100% pure wool jersey with a natural colored ribbed knit blouse front and back. Green, blue, red and black. All with natural. Sizes 10-20. Priced around $18 at over 300 stores.

GROSS-SYDNEY 498 Seventh Ave., N. Y. C.



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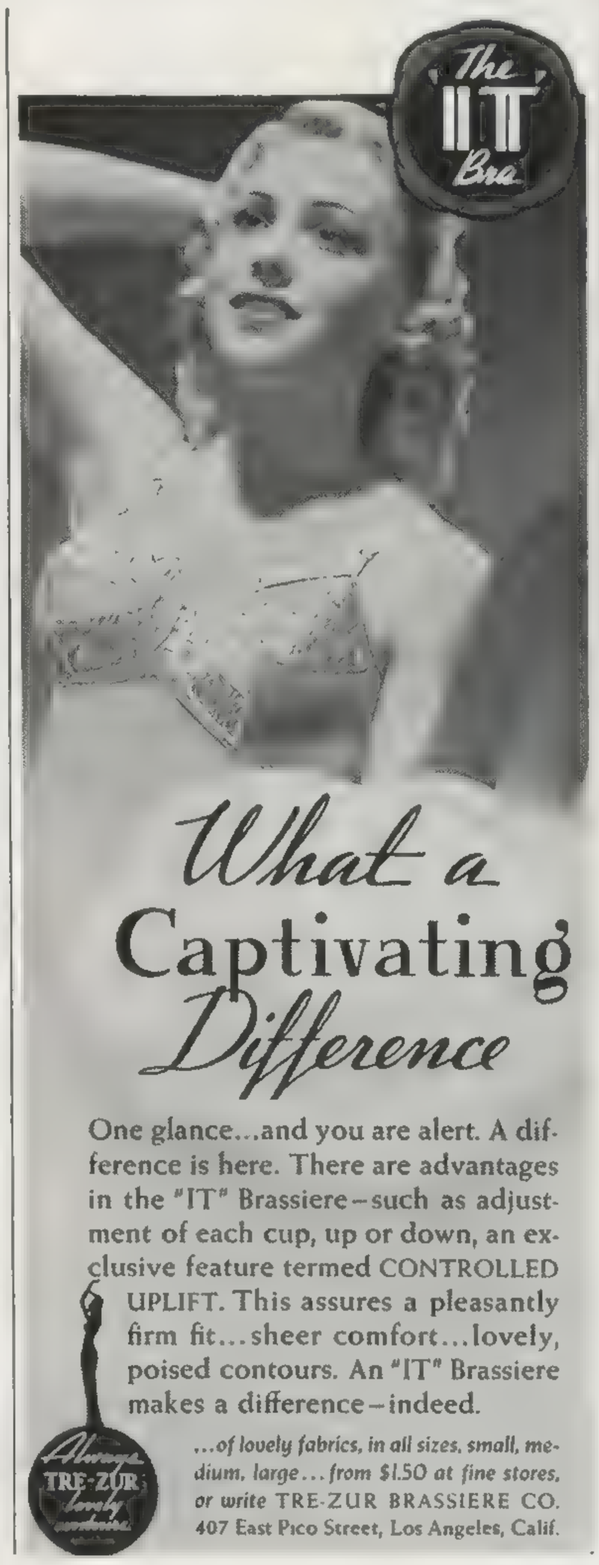
TARIFF from $2.00 daily, $12.00 weekly

Write for descriptive booklet V

The Barbizon

NEW YORK'S MOST EXCLUSIVE HOTEL RESIDENCE FOR YOUNG WOMEN

Lexington Ave. at 63rd St., New York City



What a Captivating *Difference*

One glance...and you are alert. A difference is here. There are advantages in the "IT" Brassiere—such as adjustment of each cup, up or down, an exclusive feature termed CONTROLLED UPLIFT. This assures a pleasantly firm fit...sheer comfort...lovely, poised contours. An "IT" Brassiere makes a difference—indeed.

...of lovely fabrics, in all sizes, small, medium, large...from $1.50 at fine stores, or write TRE-ZUR BRASSIERE CO. 407 East Pico Street, Los Angeles, Calif.

Always TRE-ZUR lovely underthings

Vogue's 7th Prix de Paris

CONTEST RULES

Here's your chance to step straight from college into a career! First prize in Vogue's Prix de Paris is a year's position on Vogue's fashion staff. Second prize is six months as a feature writer. Cash prizes will be awarded for the five best articles submitted. In addition, Honourable Mentions will be awarded to contestants whose papers show unusual merit. Enter the contest today!

1. Each entrant must be a member of the graduating class of 1942 in a United States college or university which grants a recognized A.B. or B.S. degree.

2. Each entrant must fill out an entrance blank. These blanks may be mailed immediately, or with the answers to the first quiz, not later than November 20th. It is not necessary to be a subscriber to Vogue to enter the contest.

3. The contest will consist of two parts: first, a series of 4 quizzes to be answered by all entrants; second, an article which only those entrants who receive passing marks on the 4 quizzes are eligible to submit.

4. Each quiz will consist of 8 questions from which the entrant may select 4 to answer. Of these 8 questions, 4 will be based on fashion features, and 4 on non-fashion features, such as music, art, literature, theatre, etc.

5. The first quiz of the series, based on the October 1st and 15th issues, will be published in the November 1st issue of Vogue. The succeeding quizzes will appear in the issues of December 1, January 1 and March 1. Save your copies of Vogue until the end of the contest; you will need them for reference.

6. Answers to each quiz must be mailed on or before the 20th of the month in which the quiz appears.

7. Papers will be graded on these points:
(a) Clear and vivid writing
(b) Originality of ideas
(c) Fashion knowledge derived from a study of Vogue
(d) General information

8. Entrants will be required to send answers to all 4 quizzes. Only those who receive passing marks in the quizzes will be eligible to submit an article in competition for the major prizes and Honourable Mentions. Entrants will be notified on or before April 1st if they are eligible to submit an article.

9. Subjects for articles will be announced in the March 15 and April 1 issues. Articles must not exceed 1500 words and must be mailed not later than April 20th.

10. All quiz papers and articles must be typewritten in double space on one side of the page. The name and college of the contestant must appear on every page. Papers will not be returned at the end of the contest.

11. The judges of the contest will be the Editors of Vogue. Their decision will be final.

12. The winners of the Prix de Paris will be announced on or about June 1, 1942.

Vogue's Prix de Paris, 420 Lexington Ave., N. Y.

Please enroll my name as an entrant in Vogue's 7th Prix de Paris contest.

NAME_____

COLLEGE ADDRESS_____

HOME ADDRESS_____

CITY_____ STATE_____

V-8-15-41

1-2-3-Kick...They're Full of Click

"La Conga" Cardigan—Style V-912
With Fetching Bow for Your Hair-Do

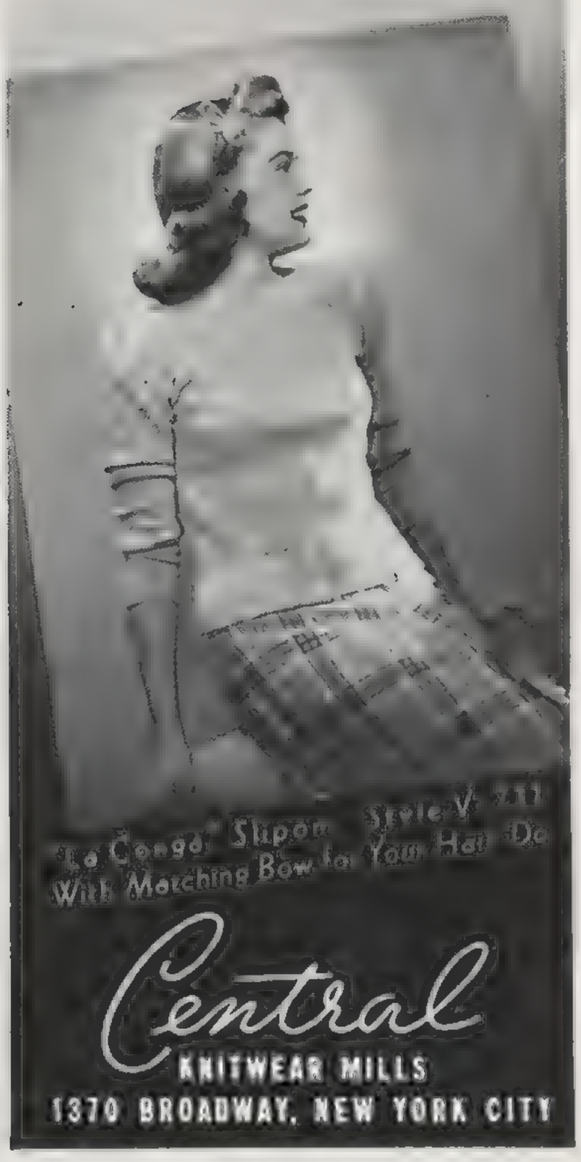
HERE ARE THE NEW "GLAMOUR-KNITS" IN

La Conga

SWEATERS BY Lois-Anne

Figure-glorifying classics in Wool-Zephyr of a thrilling softness. The shirred shoulders provide a novel effect. The long sleeves can be pushed up in the "accordion" manner. The noticeably low price adds click to chic -- about $2.25 -- at all smart shops.

Please Write for Impressive Style-Portfolio "V"



"La Conga" Slipon Style V-911
With Matching Bow for Your Hair-Do

Central
KNITWEAR MILLS
1370 BROADWAY, NEW YORK CITY

VOGUE'S PRIX DE PARIS

(Continued from page 127)

Prix contestants come from small colleges, from state universities; some have prepared for college at high school, some at boarding-school; many have always planned for fashion careers; others never thought of it until they read of the contest.

A great many of them majored in Home Economics, learning textiles, dress design, sewing. Some majored in English. Mary Moon, last year's winner, once dissected and brewed as a pre-medical student, then ended up in Classical Archæology. Alice Schultz, second-prize winner in 1937, specialized in music.

Many and varied, too, were their extra-curricular activities. Jean Arms, second winner last year, edited the college humour magazine, won a dance contest, and was voted Miss Typical Northwestern. Isota Tucker, third winner last year, ran a very "intellectual" college publication. (Recently, she resigned from Vogue to take a defense post in Washington.) Mary Moon played the organ, sang, and directed the chapel choir. Kay Roberts was on the Smith swimming squad and pitched on the Freshman baseball team. Many of the girls worked on their college newspapers, in student government, in campus shops.

Frances Magee, Winner of Vogue's 7th Prix de Paris

Winner of first prize in this year's Prix de Paris contest was Frances Magee, of Sarah Lawrence. She was born in Cleveland, Ohio; lived for several years at St. Jean de Luz in France; prepared for college at the Holmquist School in New Hope, Pa.; lives now at Alder Creek, New York. At college, she specialized in English, and was book and feature editor of the Sarah Lawrence newspaper, and publicity director of the Tea Dance Committee. She has already joined the staff of Vogue. But the "occupational hazard" of which we spoke earlier still persists...Frances' engagement has just been announced; in a few months, she will be married to Ensign Stanley Gilman.

Second prize was won by Betty Dodds, of Wooster College. Her prize-winning article, "All Ashore That's Going Ashore," appears on page 112 of this issue. Vogue has bought four other prize-winning articles, which were written by Bettilu Porterfield, of Duke University; Elizabeth Dodge, of Bryn Mawr; Mary Beth Steward, Kansas State Teachers; and Yvonne Jones, Barnard.

In addition, Vogue has awarded Honourable Mentions to twenty of the contestants. They are:

Marilynn Casey, Marygrove College
Bashie Dimock McMahon, University of Alabama
Gwen Swanberg, University of California
Madge Lazo, Bryn Mawr College
Elizabeth Rowland, Bryn Mawr College
Anne Oswald, University of Washington
Lois Dallenbach, University of Illinois
Dorothy Reed, Connecticut College
Mary Alice Lord, Bryn Mawr College
Ruth Annis, Bennington College
Lorraine Kleinmann, Smith College
Frances McLaughlin, Pratt Institute
Kathryn McLaughlin, Pratt Institute
Beatrice Shamos, Agnes Scott College
Eleanor Young, Oklahoma A. & M.
Janet Griffin, College of New Rochelle
Patricia Lambdin, Barnard College
Barbara J. Winne, Swarthmore College
Betty Swan, Vassar College
Bettilu Porterfield, Duke University

Made for Each Other

Vogue Pattern S-4320

Crown Tested

CROWN TESTED AND APPROVED RAYON FABRIC

RAYOLA
Reg. U. S. Pat. Off.
LININGS

match and blend with fall woolen colors

You'll fall in love with Rayola's new fall colors. What's more, you'll find a Rayola lining in just the right weave for every fashion need. For tailored clothes for town and country, select a rayon Crepe like Claudette or a rayon Twill like Tarzan . . . for furs and pile fabrics—two-tone Imperial Brocade . . . for dressmaker coats and suits—radiant rayon Satin like Diana. All colors are perspiration-proof. Woven of Crown Rayon and Crown Tested, your assurance of complete wearing satisfaction.

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N. FLUEGELMAN & CO., INC.
55-57 White Street New York, N. Y.

VOGUE announces a second

PHOTOGRAPHIC CONTEST

FOR COLLEGE SENIORS

2 Career Awards with the Condé Nast Studios
8 Cash Prizes—Honourable Mentions

Once again, the Editors of Vogue offer college seniors (men and women) an opportunity to turn a hobby into an interesting, exciting career.

Vogue's second Photographic Contest will award two career prizes of six months each, with salary, in the Condé Nast Studios in New York.

Both of the awards offer the winners an opportunity to acquire technical and artistic knowledge of photography. Both awards will become permanent on satisfactory completion of the six months' period of apprenticeship.

Besides the career awards, there are 8 Cash Prizes and a number of Honourable Mentions.

The contest will consist of 8 photographic problems to be presented in Vogue, beginning September 1. These problems will cover a wide range of topics, including outdoor and indoor shots, action, still life. Entrants will have full scope for demonstrating their talents.

If you have imagination, a knack with a lens and a serious interest in photography, fill in the blank (below) today!

VOGUE'S
Photographic Contest
•
420 Lexington Avenue
New York City
•

I am interested in Vogue's Photographic Contest. Please send me an entry form and a copy of the contest rules.

NAME_____
(Please print clearly or type)

ADDRESS_____

_____

SENIOR AT_____ COLLEGE OR UNIVERSITY

If you're a sweater connoisseur, add these two companion-classics to your collection . . . to treasure proudly. Both are full fashioned from the world's choicest cashmere yarns, imported from far-away Tibet! Sizes 32 to 40.

Slipover about $8
Cardigan about $10

At smart stores everywhere or write to
SWEATERS by PREMIER
1410 BROADWAY • NEW YORK
"Made in America of imported yarns"

DELMONICO'S unfurnished apartments are most generous in size and artistically arranged . . . THAT'S TO BE EXPECTED.

Totally unexpected and CHALLENGING COMPARISON is DELMONICO'S decidedly MODERATE RENTAL SCHEDULE.

The furnished suites offer UNLIMITED SCOPE for your own styling.

Available for short term, but annual leasing LESSENS TARIFF.

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EACH WITH A SERVICE PANTRY.
SUPERB TOWER AND TERRACE SUITES.

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Delmonico
PARK AVENUE AT 59th, N. Y.
VOlunteer 5-2500

STUDY IN FURS

Left: Sable-dyed guanaco—for a 24-inch tuxedo-cut jacket that might top a bright, fine wool dress—or your sleekest new evening dress. $75. Peck and Peck

Right: Black Persian lamb—very citified, very glossy. Carolyn Modes coat; about $350. Arnold Constable; Mandel Brothers, in Chicago; Foley Bros., Houston

Left: South American spotted cat—fine for the stadium. Carolyn Modes coat; about $270. Arnold Constable; Mandel Brothers, in Chicago; Foley Bros., Houston

Right: London-dyed squirrel—its shoulders rounded. Sleeves push up to bracelet length. Fine for town or country. About $375. At Stern and Mann, Canton, Ohio

Get a toe-hold on beauty

with every step you take

Sandal Exerciser

NU-GO sandals improve your posture amazingly . . . refresh and soothe your feet and legs . . . help slim your ankles . . . snap up your vitality.

NU-GO look like the smartest sandals you ever wore. The thrill comes in the walking! The foot clings to the uppersole, and you grip with the toes. Each step compels your 19 joints to spring into action . . . flexes your middle arch . . . helps develop a graceful rolling gait . . . you couldn't slouch if you wanted to!

Wear NU-GO morning or night . . . in the house or out . . . all year round. Smart red and blue leather on natural wood. $4.50.

Available at
Saks 34th St.; Best & Co.; T. O. Dey; Geuting's; Hess & Sons; Park-Brannock; Charles Berg; Frederick & Nelson; Bamberger's; Merians & Freedman,
or order direct

Approved and recommended by Miss Esther Clark, Instructor of Body Alignment and Weight Distribution at POWERS SCHOOL, founded by John Robert Powers, noted beauty authority.

WRITE FOR FREE INFORMATIVE BOOKLET

Nu-Go

NU-GO FOOTWEAR CORPORATION
55 WEST 42nd STREET • NEW YORK CITY

A MEMORABLE MEAL

(Continued from page 125)

separate course, took care of that. The French dressing contained almost no vinegar, so that it was smooth and did not quarrel with the wines, which were held over and were splendidly set off by the foies gras.

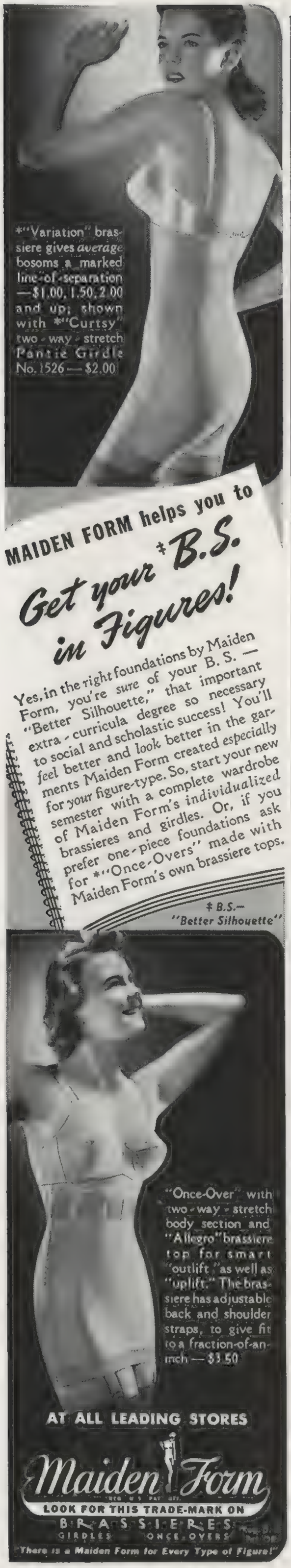
The diminuendo, following the climax, began with the salad and ended with the almond soufflé, which was flavoured with Château Yquem. The Yquem of 1921, drunk with the soufflé, was an amazingly rich, sweet, fruity wine and had almost the value of a sauce, giving the dinner a light and agreeable finish.

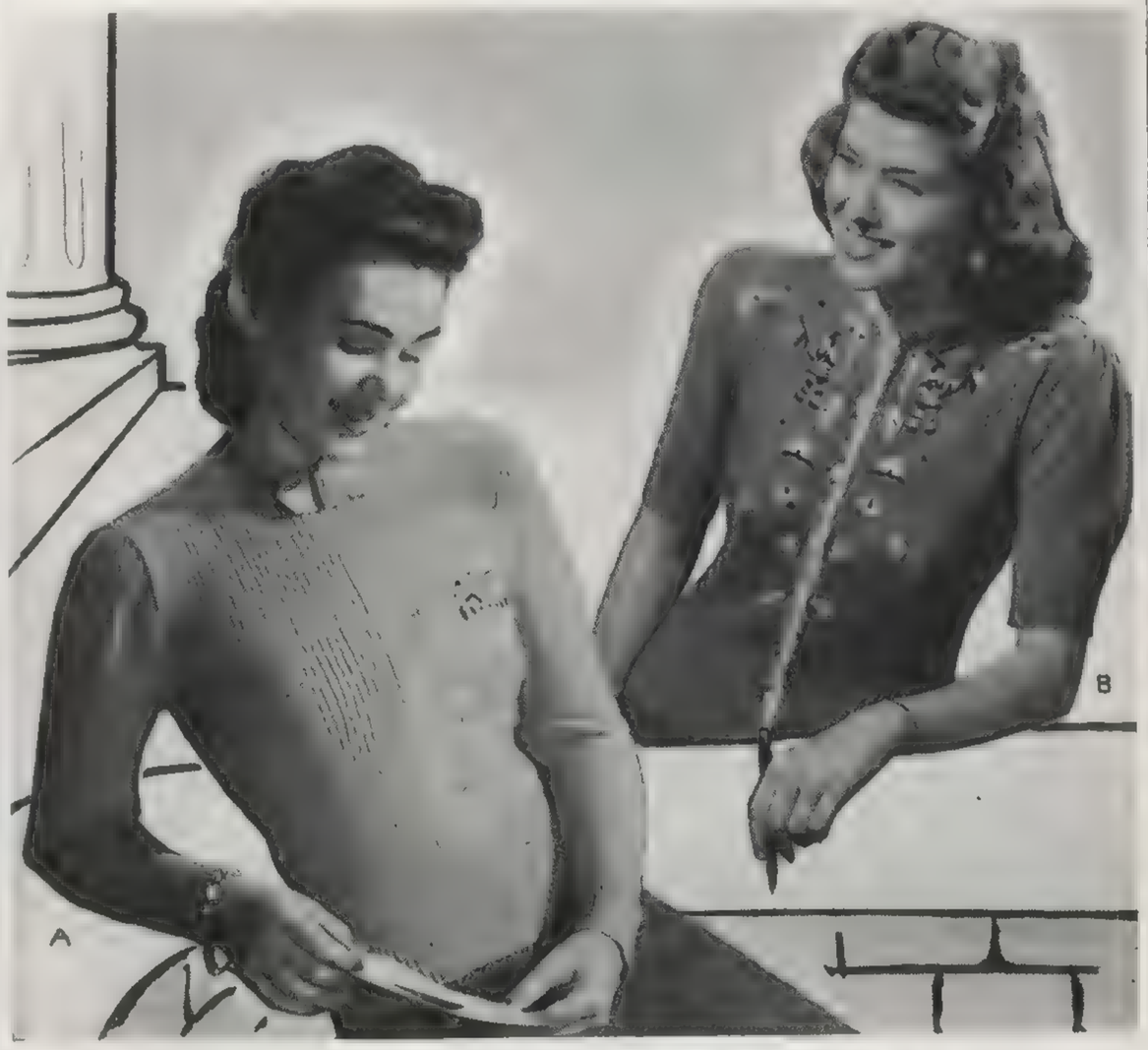
I find that restaurants, hotels, and clubs seldom have well-shaped wine-glasses. In this instance, Arthur Hornblow lent his own glasses—glasses with deep, tulip-shaped bowls, which were never more than half-filled, so that an air-chamber was left in which the bouquet could circulate above the wine.

The company should be the best part of a dinner, and so it was in this case. After dinner, there were stunts. The most remarkable of these was an experiment performed by Jerome Kern and Arthur Hornblow. Hornblow left the room, and the rest of us planned a series of actions to be carried out by him on his return with no guidance other than that provided by Jerome Kern's improvisations on the piano.

Hornblow was to go first to a large table at the centre of the room, pick up Gladys Swarthout's party bag, carry it to a corner of the room, and hang it on a hook behind a screen. He was then to cross the room and sit down in a certain chair.

These things he did. Under Jerome Kern's magic fingers, the piano talked to him, scolding, complaining, wailing when he was on the wrong track, brightening when his course became more nearly right, and swelling to ecstasy as he discovered each successive step in the program we had outlined.





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A natural to establish your reputation for originality on the campus; knitted of Zephyr yarn with angora trim, in Blossom Blue, Sun Yellow, Jockey Red, Dusty Pink, Black, and Tobacco Brown. Designed to be lived in! Sizes 34-40

A. Clever long-sleeved slip-over. Ribbing across shoulders and down right side. Down left side quaint Chinese landscape embroidery. Mandarin bow at neck. ABOUT 3.50

B. Short-sleeved cardigan. Angora trim down front, streamline ribbing along sides. Chinese hatchet-men embroidery. ABOUT 3.50

Prices Slightly Higher West of The Rockies
AT ALL FINE STORES OR WRITE

1372 BROADWAY Jane Irwill NEW YORK, N. Y.

they belong

You'll see her in the smartest shops . . . him at the fine clubs . . . both at "first nights". They live at the *Madison*.

Spacious 2 and 3 room suites. Some with serving pantries. Lavishly furnished. Transient or monthly. Unfurnished at preferential lease terms.

The Madison
FIFTEEN EAST FIFTY-EIGHTH STREET
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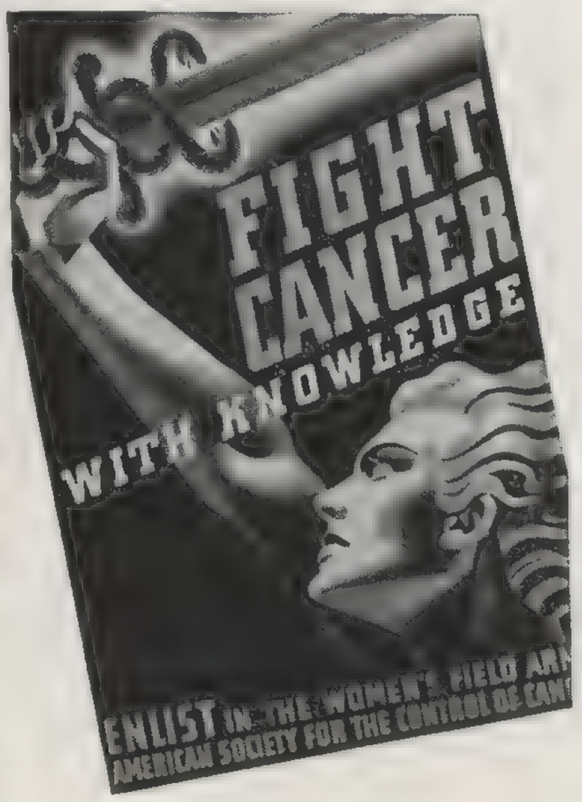
TELEPHONE VOLUNTEER 5-5000



Early diagnosis is the first line of defense against cancer. Enlist in the local unit of the Women's Field Army. Annual enlistment fee $1.00.

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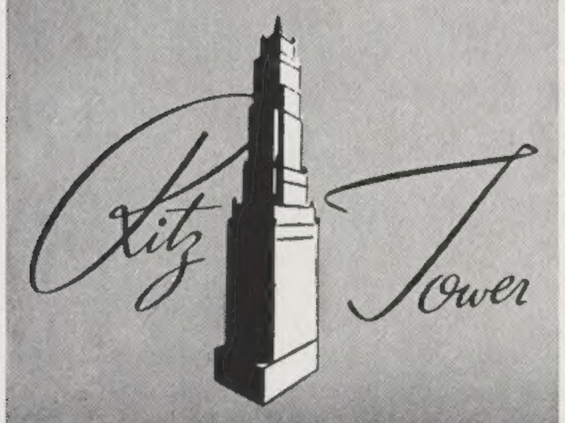
Where good taste and good living are inseparable



SUITES OF ONE TO FOUR ROOMS NOW LEASING FOR THE COMING SEASON, FURNISHED OR NOT.

PARK AVENUE at 57th ST., NEW YORK

CHAS. J. McCAULEY, MANAGER

A MEMORABLE MEAL

Then all of a sudden it was two o'clock. Everybody was surprised and a little shocked at the lateness of the hour. And that is always a good way to have a party end.

★ ★ ★ ★ ★

EDITOR'S NOTE: People are serving more and more domestic wines—realizing that the domestic product can take its place with assurance on any table. Domestic wines can be judged on their own merit—not merely as substitutes for the French product. Wines, in the United States, fall roughly into two categories—the California wines made from vines that originally came from Europe and can not be grown successfully in other parts of the United States, and the Eastern wines made from American grapes.

There aren't any domestic wines that could be called substitutes for the imported wines mentioned by Mr. Street. But there are excellent domestic alternatives. France's best Burgundies are made from the juice of a grape called Pinot Noir. There are a few heavier red wines and Burgundy types produced in this country that are made wholly or in part of the juice of this grape. These fall under the heading of varietal wines—that is, a wine made entirely or in large proportion from a single variety of grape, a wine that bears the name of that grape and the name of the district in which the wine was grown. You could perfectly well serve an American Pinot Noir in place of the Chambolle-Musigny 1929 and Romanée Conti 1915, which Mr. Street enjoyed. Then, if you wished, you could try a Sweet Semillon instead of Château Yquem 1921. This wine is made from the same blend of grapes as are the fine French Sauternes—Semillon, Sauvignon Blanc, and Muscadelle du Bordelais grapes, with the first predominating.

You won't find a domestic Madeira comparable to the imported product. But, if you are a Madeira enthusiast, there are still pretty good supplies of imported Madeira in this country. And, it is still coming through.

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MENU OF THE FORTNIGHT

TONY'S Trouville is essentially a rendezvous sort of spot. "Meet you at Tony's" was a slogan in Prohibition days, and it keeps right on being one now. While Tony's clientele is loyal, a good part of it takes the food for granted, scarcely realizing that at the Café Trouville the *prix fixe* menu allows a wide choice of good dishes at a very moderate price.

The hors-d'œuvres table, for example, is one of the most satisfactory in town, and we had a simple, but inspired dessert that we include herewith in our menu. The cool rooms are a beautiful retreat at any time after noon on a summer's day, but there is a word of advice about lunch. If you are lunching with a special young man, make the hour as late as possible, because, even in summer, come one o'clock, there is a great rush of hats and a whirr of feminine voices.

The following menu would make a pleasant meal, we think, in any one's house. We selected the dishes from one of the regular table d'hôte luncheons, and if they shouldn't appear on the menu the day you are there, you can probably get them by asking. And don't let the waiter add any extras like potatoes or vegetables to upset our choice.

Incidentally, just in case anybody doesn't know, Café Trouville is on East Fifty-Second Street; and Anne, the beautiful, is still there.

LUNCHEON MENU OF THE FORTNIGHT
AT TONY'S CAFÉ TROUVILLE
Hors-d'œuvres
Cold Crème de Volaille
Soft-Shell Crabs, Dorin
String-Bean Salad
Lemon Ice, Crème de Menthe
Café Noir

Hors-d'œuvres makes a pleasant and unusual beginning for a summer lunch at home, yet people seldom think about them. Out of the restaurant assortment, we might select artichoke hearts, cole slaw with anchovy fillets, a simple pâté, and Eggplant Nicoise, for which the recipe follows.

EGGPLANT NICOISE (two eggplants): Chop one onion with a bit of minced garlic; fry this slowly in about one ounce of oil. Add to the onion about three ounces of catsup and about two stewed tomatoes, chopped bay-leaves, a drop or two of vinegar, salt and pepper.

Boil this sauce for two hours—the eggplant is cut in cubes and fried separately, then drained well and mixed with the sauce.

As an hors-d'œuvres this is served cold, but it can also be served hot as a vegetable.

CRÈME DE VOLAILLE TROUVILLE: This is one of the favourite *spécialités de la maison.* For about a gallon of soup, take five carrots, two leeks, one onion—fry them slowly in butter and add one not-very-full teaspoonful of curry-powder, half a pint of tomato purée, four or five cooked potatoes.

Add to the mixture about a gallon of chicken broth and half a pint of strained applesauce; strain the soup, and then add one quart of cream, about half a pound of cooked rice, and a few pieces of chicken. Served ice-cold.

The soft-shelled crabs are sautéed in butter and served with little spheres of cucumber, cut with a melon-shaped scoop and boiled in salted water.

In the restaurant, the dessert is served in individual portions, with a hollow scooped out of the ice to hold the crème de menthe, as cool a combination as we ever saw or tasted on a hot day. If you serve this at home, the ice can be passed in a bowl, and the crème de menthe served separately, poured from its bottle by the waitress or passed in a crystal pitcher.

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● *Actual color photograph—Otis Rucker inspects a fine, light tobacco leaf, before aging.*

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